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**EUTELSAT TO BOOST IN-ORBIT RESOURCE AT 10 DEGREES EAST  
WITH HOT BIRD™ 3 SATELLITE, REBRANDED EUROBIRD™ 10**

***Dual-feed antennas allow DTH reception from 10 degrees East and Eutelsat's  
premium HOT BIRD™ neighbourhood at 13 degrees East***

Paris, 2 October 2006

Eutelsat Communications (Euronext Paris: ETL) announces that its HOT BIRD™ 3 satellite will shortly be redeployed at the 10 degrees East location. Due to complete its mission at 13 degrees East on entry into service of HOT BIRD™ 8 on October 3, HOT BIRD™ 3 is scheduled to initiate its new mission later this month at 10 degrees East where it will be rebranded EUROBIRD™ 10.

Through this redeployment Eutelsat is significantly boosting its satellite resource at a strategic orbital position from where it can serve Europe, the Middle East, Africa and large parts of western central Asia. Via its W1 satellite at 10 degrees East Eutelsat already provides professional video and data network services to blue chip clients who include the EBU (European Broadcasting Union), APTN (Associated Press) and Hughes Networks Systems. The arrival of EUROBIRD™ 10 alongside W1 will increase capacity for direct broadcast services to satellite homes and for satellite feeds to digital terrestrial television networks.

Designed for high-power transmission services to consumer and professional audiences, EUROBIRD™ 10 is equipped with 20 Ku band transponders which offer a high degree of in-orbit flexibility. Each transponder can be connected to a high-power Superbeam coverage over Europe or to a Widebeam that also provides full coverage of North Africa and the Middle East. In addition, the satellite is equipped with a steerable beam to which eight transponders can be connected for links between Europe and regions visible from 10 degrees East.

For video markets in particular, this new resource at 10 degrees East will enable Eutelsat to support the development of high-definition television (HDTV) in Europe and the continued increase in standard digital channels. Between June 2005 and June 2006, 400 new channels joined Eutelsat's fleet, including 12 HDTV channels. A

further asset is that EUROBIRD™ 10 will benefit from its close proximity to Eutelsat's premium HOT BIRD™ neighbourhood, which broadcasts more than 950 channels, of which 40 per cent of which are free-to-air. The proximity will enable homes to receive channels from both locations with a single antenna equipped with a dual feed.

In order to promote these strengths Eutelsat is preparing a publicity campaign in Italy, one of Europe's most dynamic digital television markets, for dual-feed satellite kits and components to upgrade existing installations for reception from 10 degrees and 13 degrees East. This initiative has already attracted BluTV, a regional Italian TV channel. BluTV has signed a contract with Eutelsat's affiliate, Skylogic, which is equipped to provide broadcast services including encoding, multiplexing and uplinking through its teleport in Turin.

Commenting on the forthcoming entry into service of EUROBIRD™ 10, Giuliano Berretta, CEO of Eutelsat Communications said: *“Redeployment of our EUROBIRD™ 10 satellite to 10 degrees East, where it will provide coverage of Europe, the Middle East and Africa, underpins our objective to reinforce our orbital positions in order to support the development of digital television, data and broadband markets in these regions. As far as our prime activity of video services is concerned, the arrival of EUROBIRD™ 10 will provide the necessary resource for our client broadcasters to benefit from new growth opportunities opening up with HDTV and MPEG4 compression. Furthermore, in this dynamic, which concerns the range of channels we deliver and reception equipment in satellite homes, the synergy provided by the close proximity of 10 and 13 degrees East gives each position a genuine competitive edge.”*

### **About Eutelsat Communications**

Eutelsat Communications (Euronext Paris: ETL, ISIN code: FR0010221234) is the holding company of Eutelsat S.A. The Group is a leading satellite operator with capacity commercialised on 23 satellites providing coverage over the entire European continent, as well as the Middle East, Africa, India and significant parts of Asia and the Americas. The Group is one of the world's three leading satellite operators in terms of revenues. Its satellites are used for broadcasting more than 2,100 TV and 970 radio stations to more than 120 million cable and satellite homes. The Group also provides TV contribution services, corporate networks, mobile positioning and communications, Internet backbone connectivity and broadband access for terrestrial, maritime and in-flight applications. Eutelsat Communications is headquartered in Paris, and the Group's workforce comprises over 490 employees from 27 countries.

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