



PR/23/07

MULTICHOICE AFRICA TAKES NEW CAPACITY ON EUTELSAT SESAT 1 SATELLITE TO EXPAND DSTV PAY-TV PLATFORM

Paris, 30 August 2007

MultiChoice Africa, the leading pay-TV operator in sub-Saharan Africa, has boosted its capacity leases with Eutelsat Communications (Euronext Paris: ETL) to support further expansion of its pay television and Internet services in sub-Saharan Africa. With the lease of four new Ku-band transponders on Eutelsat's SESAT 1 satellite, MultiChoice Africa will be able to extend the range of digital channels it markets to subscribers in central and East Africa as well as its offer of residential and corporate Internet access.

With this new capacity MultiChoice Africa is using a total of 13 transponders on Eutelsat's W4 and SESAT 1 Ku-band satellites which are co-located at 36 degrees East. Through capacity leases with Eutelsat since 2000, MultiChoice Africa has built a subscriber base of over 450,000 homes across 48 countries in sub-Saharan Africa who already receive its DStv platform of more than 70 television and 40 audio channels catering for English, Portuguese, Indian and French-speaking communities.

MultiChoice Africa CEO Eben Greyling said the agreement put MultiChoice Africa in a strong position to fulfil its commitment to subscribers in ensuring that they receive the world's best channels through DStv. *"The new agreement with Eutelsat ensures that we remain at the forefront of content and technology in digital satellite television. Our leadership in using the best technological platforms means we are able to continue delivering the most reliable signal delivering premium services in Africa,"* Greyling said.

Olivier Milliès-Lacroix, Eutelsat Commercial Director said: *"We are very pleased to further cement our longstanding relationship with MultiChoice Africa through new capacity leases on the SESAT 1 satellite which, together with our collocated W4 satellite, is ideally located to serve growing video markets in the African continent."*

About Eutelsat Communications

Eutelsat Communications (Euronext Paris: ETL, ISIN code: FR0010221234) is the holding company of Eutelsat S.A.. With capacity commercialised on 24 satellites that provide coverage over the entire European continent, as well as the Middle East, Africa, India and significant parts of Asia and the Americas, Eutelsat is one of the world's three leading satellite operators in terms of revenues. At 30 June 2007, Eutelsat's satellites were broadcasting over 2,600 television channels and 1,100 radio stations. More than 1,000 channels broadcast via its HOT BIRD™ video neighbourhood at 13 degrees East which serves over 120 million cable and satellite homes in Europe, the Middle East and North Africa. The Group's satellites also serve a wide range of fixed and mobile telecommunications services, TV contribution markets, corporate networks, and broadband markets for Internet Service Providers and for transport, maritime and in-flight markets. Eutelsat's broadband subsidiary, Skylogic, markets and operates services through teleports in France and Italy that serve enterprises, local communities, government agencies and aid organisations in Europe, Africa, Asia and the Americas. Headquartered in Paris, Eutelsat and its subsidiaries employ 529 commercial, technical and operational experts from 27 countries.

www.eutelsat.com

Eutelsat Press Contact

Vanessa O'Connor
Frédérique Gautier

Tel. :+ 33 (0)1 53 98 38 88
Tel. :+ 33 (0)1 53 98 38 88

voconnor@eutelsat.fr
fgautier@eutelsat.fr

Eutelsat Investor relations

Gilles Janvier

Tel. :+ 33 (0)1 53 98 35 35

investors@eutelsat-communications.com

About MultiChoice Africa

MultiChoice Africa, a wholly owned subsidiary of MIH, is a pioneer in providing premium television entertainment through its DStv bouquets to over 450 000 subscribers in Sub-Saharan Africa. MultiChoice Africa has 12 years experience operating in Africa. Operations include world-class subscriber management services and digital satellite television platforms broadcasting more than 70 premium video and 40 audio channels 24 hours a day. DStv's advanced technology includes the Personal Video Recorder and the Dual View decoder, both unique offerings on the African continent. DStv created the first digital satellite broadcasting system outside the US. MultiChoice is currently investigating and trialling mobile broadcast technologies; namely DVB-H (Digital Video Broadcast – Handheld). MultiChoice Africa has an unparalleled record of investing in African film industries and showcasing local talent. MultiChoice Africa's corporate social investment initiatives focus on education and long-term sustainability of the communities in which it operates. It partners NEPAD e-schools project, and has to date provided over 250 schools in Africa with the DSTV Education Bouquet, free of charge, which aids learning and development across the continent.

www.dstvafrica.com

MultiChoice Africa Press Contact

Caroline Creasy

Tel. :+ 2711 289 3081

ccreasy@multichoice.co.za