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## **PREMIUM ARABIC CHANNELS FROM ORBIT JOIN EUTELSAT'S KABELKIOSK DIGITAL CABLE PLATFORM**

Paris, September 7, 2007

Orbit Communications Company, the leading pay-TV platform in the Middle East and North Africa, has concluded an agreement with Eutelsat's German subsidiary (Eutelsat Germany) for marketing and distribution of Orbit's premium Arabic channels to cable operators in continental Europe. The channels will be available to cable networks in the KabelKiosk digital television and radio platform provided by Eutelsat Germany.

Orbit will initially launch on KabelKiosk three out of its seven entertainment channels - Al-Yawn, Al-Safwa and The Series Channel - and plans to further expand the offer in the next few months. The new cable distribution agreement means that in addition to current DTH distribution, Orbit's channels will now be within easy access of cable operators across continental Europe who wish to provide the best in Arabic entertainment to Arabic-speaking communities in their area.

The three Orbit channels are among the leading Arabic pay-TV channels in the Middle East, offering viewers premium, exclusive and original productions. Al-Yawn is an Arabic contemporary entertainment and variety channel, with over 35 hours of live Orbit Productions weekly from Kuwait, Beirut, Cairo and Saudi Arabia. Al-Safwa is Orbit's Arabic cultural and entertainment channel, bringing an original collection of regional and international programming. The Series Channel is the first 24-hour Arabic thematic channel offering series from throughout the Arab world.

"We are very excited to finalise this deal with KabelKiosk. KabelKiosk's extensive cable distribution network will undoubtedly present an immediate improvement in entertainment choice for many Arab families living in Europe. This is yet another step in Orbit's commitment to provide quality Arabic entertainment to Arab communities resident

in Europe today," said Ali Ajouz, Orbit's VP of Marketing and Distribution.

"Eutelsat Germany is delighted to partner with Orbit to distribute and market unique Arabic premium pay-TV content in our KabelKiosk digital platform to continental European cable markets. With a potential of up to three million Arab homes across Europe, Orbit's Arabic pay-TV platform provides an excellent opportunity for cable operators to raise the attraction of their programme offer and address a new target group," said Olivier Milliès-Lacroix, Eutelsat's Commercial Director.

Provided by Eutelsat's Germany subsidiary, KabelKiosk partners with more than 230 cable network operators in Germany, Austria, Switzerland, Luxembourg and Denmark. The offer currently comprises 60 German and international channels ranging from entertainment, sports, family, cinema to culture and music. Channels are encrypted in Conax and distributed via Eutelsat's high-power ATLANTIC BIRD™ 2 satellite at 8 degrees West.

#### **About Orbit**

Orbit Communications Company is the world's first fully digital, multi-channel Pay-TV Platform. Today, OCC broadcasts 53 television channels and 20 music radio channels to the Middle East and North Africa and a select bouquet of exclusive Arabic-language channels in Europe, USA and Australia. OCC channels are available in five packages customized to suit all members of the family. Viewers in Europe can access the exclusive Arabic language channels either directly from OCC or through a number of local cable operators.

#### **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](http://www.eutelsat.com)

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