

THE PIEDMONT REGION AND EUTELSAT COMMUNICATIONS ANNOUNCE A SHARED COMMITMENT TO BRIDGE THE DIGITAL DIVIDE

Paris, 10 July 2008

Italy's Piedmont Region, together with Eutelsat, Europe's leading satellite operator, announced the signature of a Memorandum of Understanding to leverage satellite technology to accelerate the availability of digital services for all of Piedmont's citizens irrespective of their location.

At the end of 2007 Eutelsat launched a new-generation satellite broadband service called Tooway™, which can extend broadband to consumers located beyond range of high-speed terrestrial networks. Tooway™ is provided using capacity on Eutelsat's HOT BIRD™ 6 and EURO BIRD™ 3 satellites and on-ground infrastructure operated from the SkyPark teleport in Turin managed by Eutelsat's affiliate Skylogic. The Tooway™ service delivers an affordable 2 Mbps service to consumers and is totally independent of terrestrial connectivity.

In order to develop its WI-PIE programme (Wireless Piemonte), the Piedmont Region, in collaboration with CSI-Piemonte, TOP-IX, CSP and IRES, is committed to bridging the digital divide throughout its territory by the end of 2008, with a guaranteed availability of broadband connectivity for all citizens. The Region is officially including Eutelsat's satellite technology as a complement to ADSL and terrestrial wireless technologies in order to achieve full broadband coverage of all 1,206 communities for consumers and enterprises. The Piedmont Region is also committed to raising awareness of the availability of broadband access and will initiate promotional activities to stimulate demand for innovative and high added-value digital services.

The Memorandum of Understanding between the Piedmont Region and Eutelsat also includes the objective to collaborate on developing Digital Terrestrial Television (DTT) and to extending reach of DTT channels throughout the region via satellite. The Region plans to position itself at the forefront of the full range of advanced digital services and, together with Eutelsat, will work with regional research bodies and centres to develop experimental and highly innovative activities to ensure that new services emerge.

“This Memorandum of Understanding underscores the recognition by the Region of Piedmont of the fundamental value of satellites for overcoming the digital divide and their ability to operate as a complement to terrestrial networks”, commented Giuliano Berretta, CEO of Eutelsat Communications. “This follows on from the decision taken by the Region in 2005 to leverage satellite to deliver broadband connectivity to local government departments. Following an international tender which was awarded to our Skylogic affiliate and to COLT, the contract to achieve this objective was subsequently extended beyond government departments to Alpine shelters. Our new cooperation will enable the Region to reach its objective to be the first in Italy to build a fully digital environment for all its citizens.”

“Broadband access today represents an essential tool for ensuring competitiveness of a region and delivering quality of life for citizens,” said Andrea Bairati, Member responsible for the innovation policy of the Piedmont Region. “Through the actions undertaken within the framework of the Wi-PIE programme almost 1,100 communities in Piedmont (covering more than 99 per cent of homes and enterprises) will have the possibility of always-on Internet access by the end of 2008 using XDSL or wireless technologies. Satellite technology will enable us to achieve our objective of full regional coverage by resolving the challenge of extending broadband infrastructure to areas with sparse population density and to more remote locations.”

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 31 March 2008, Eutelsat's satellites were broadcasting almost 3,000 television channels and 1,100 radio stations. More than 1,100 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 538 commercial, technical and operational experts from 27 countries.

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