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**SERBIA BROADBAND (SBB) BOOSTS THE TOTAL TV DIRECT-TO-HOME TV  
PLATFORM WITH NEW CAPACITY ON EUTELSAT W2 SATELLITE**

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SBB, Serbia's leading cable and satellite operator, has inked a new contract with Eutelsat Communications (Euronext Paris: ETL) for a fourth transponder on Eutelsat's W2 satellite. The new capacity will support expansion of SBB's Direct-to-Home (DTH) television platform called Total TV which addresses subscribers in Serbia, Montenegro, Slovenia and Bosnia & Herzegovina.

The contract covers lease of a 36MHz transponder for seven years at Eutelsat's 16 degrees East neighbourhood. The new capacity will be used for improving Total TV's regional offer as well as to support additional channels for the Bosnian pay-TV service and soon to be launched Croatian pay-TV service.

Total TV is a platform with the highest growth rate in the region of former Yugoslavia. Helped by the strong position of the W2 satellite and its partnership with Eutelsat, Total TV has developed since launch in 2006 from a platform addressing customers in Serbia to a regional leader recognised for its quality of offer and service. Counting on the additional power of Eutelsat's W2M satellite, Total TV plans during 2009 to offer High Definition channels as well as a PVR and a Video on Demand service.

Currently occupied by the W2 satellite, 16 degrees East will host Eutelsat's new W2M satellite which is due for launch by the end of 2008. SBB's four transponders on W2 will all be transferred to the higher-powered W2M satellite, ensuring seamless continuity of service and new possibilities for expansion of Total TV's growing range of digital channels.

The CEO of SBB, Dragan Solak said: "The combination of SBB's market knowledge and first-class technology partners, among which we must underline Eutelsat, has brought great success for the Total TV platform across the markets of former Yugoslavia.

Expanding our cooperation is a logical step on that road and we are looking forward to future projects with Eutelsat, especially to the possibilities that will come with the newer, stronger W2M satellite at the same position used today by W2.”

Commenting on the new contract, Olivier Milliès-Lacroix, Eutelsat Commercial Director said: “The launch of Total TV on W2 in January 2006 marked the emergence of a new force in pay-TV broadcasting in central Europe. We are very pleased to have accompanied Total TV’s rapid take-up in its chosen markets and to be cementing our relationship with this new contract. We look forward to further strengthening our position at 16 degrees East later this year with the new W2M satellite which will support the long-term success of our video customers.”

For more information from SBB

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#### **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 2008, Eutelsat’s satellites were broadcasting more than 3,120 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 its teleport in Italy that serves 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.

[www.eutelsat.com](http://www.eutelsat.com)

For further information

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