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## **EUTELSAT TOOWAY SERVICE SELECTED BY SFR FOR ITS NEW SATELLITE BROADBAND SERVICE FOR FRENCH HOMES**

Paris, 24 November 2009

Eutelsat Communications (Euronext Paris: ETL) today announced the signature of a far-reaching contract concluded between its Skylogic broadband affiliate and SFR, one of the leading telecommunications operators in France. SFR has selected Tooway™ to meet demand for broadband from its customers beyond ADSL coverage. Called the 'Satellite Internet Pack' the new service supplied by SFR was launched today using capacity on Eutelsat's HOT BIRD™ 6 satellite. It will be extended on Eutelsat's new-generation KA-SAT satellite whose launch is scheduled for end 2010. With more than 80 beams operating in the Ka-band, KA-SAT will enable up to two million homes across Europe to benefit from broadband access.

In France, the Tooway™ service offers a consumer broadband solution at speeds and prices meeting the "Digital France 2012" Plan. Operating totally independently from terrestrial networks, the service enables users to establish a high-speed Internet connection using a 67cm antenna and a modem that interfaces with a user's PC.

Designed to serve homes in metropolitan France located in grey areas, SFR's 'Satellite Internet Pack' is available in two packages: either a package with a specified subscription period from 34.90€ a month including satellite kit, or a package with no commitment to a specific subscription period from 29.90€ a month (plus 399€ for the satellite kit).

The service offers download speeds of up to 3.6 Mbps and between 2.4 and 4.7 GB of data downloads per month depending on subscription. An "Endless Night" option also enables users to surf the Internet on an unlimited basis between 11 pm and 7 am with no data exchange deducted from the monthly total volume. Additional services include six mailbox addresses, antivirus software and anti-spam protection. The satellite kit comes with a DVD and installation guide as well as a satellite finder and a set of cables for self-installation. For customers preferring a professional installation SFR also provides a list of approved installers.

Launched in Europe in 2007, Tooway™ is based on Eutelsat's satellite coverage, the commercial and infrastructure operating experience of its Skylogic subsidiary and SurfBeam technology developed by ViaSat. This technology used by Tooway™ comes to Europe after acquiring extensive

experience on the North American market, where ViaSat already provides the equipment and network for over 500,000 homes.

Commenting on the signature with SFR, Michel de Rosen, Eutelsat CEO declared: *“The selection of our new Tooway™ broadband service by SFR, a hallmark in telecommunications for quality service and reliability, underscores the intrinsic ability of satellite technologies to complement terrestrial networks. This major contract also clearly demonstrates the ability of Tooway™ to deliver a comparable service to terrestrial broadband networks, with ease of use and high levels of scalability that can accompany growth. It consolidates our objective for large-scale development of satellite broadband in the Ka-band using dedicated in-orbit and ground infrastructure offering both compelling prices and speeds to consumers. Combined with the advanced performance of the SurfBeam technology developed by ViaSat, the multi-spot KA-SAT satellite that is currently in construction by EADS Astrium will have the capacity to deliver high-speed performance to up to two million subscribers.”*

#### **About SFR: [www.sfr.com](http://www.sfr.com)**

SFR and Neuf Cégetel have merged to create the new SFR and make it the leading alternative telecommunications operator in Europe. Revenues in 2008 were nearly 12 billion euros. Almost one person in two uses SFR's services in France, and by becoming a global operator SFR can meet the needs of general consumers, professional users, business companies and operators by supplying them with mobile, fixed or Internet-based services. In the first half of 2009, SFR's user base exceeded 20 million mobile users, while more than 4 million homes were subscribing to its broadband Internet offer.

As the owner of its fixed and mobile telephone infrastructures, and backed by substantial expertise in IP (Internet Protocol) matters, the new SFR has the means to fulfil its ambitions of being an open and responsible operator, capable of facilitating the digital experience of everyone by offering ever greater ease-of-use, worthwhile innovation and service quality. SFR has a workforce of nearly 10,000 and a stable base of two major shareholders: Vivendi, with 56%, and Vodafone with 44%.

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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 27 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 September 2009, Eutelsat's satellites were broadcasting 3,300 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 123 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 615 commercial, technical and operational employees from 28 countries.

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

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

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