

**XINHUA'S CNC WORLD ENGLISH CHANNEL SELECTS THREE EUTELSAT
SATELLITES FOR REACH ACROSS EUROPE, MIDDLE EAST AND AFRICA**

Paris, 16 December 2010

CNC World, the English channel of Xinhua News Agency's TV arm CNC, will be able to reach into homes across Europe, the Middle East and Africa from 1 January 2011 following the conclusion of new satellite distribution agreements on the HOT BIRD™, EUROBIRD™ 1 and W7 satellites operated by Eutelsat Communications (Euronext Paris: ETL).

Launched for the Asia-Pacific region and North America 12 months ago, CNC's objective is to develop into a global TV network covering breaking news and major political, economic and cultural news around the globe.

Following the conclusion of a three-year agreement signed this month with Eutelsat, CNC World will have privileged access to cable and satellite markets across Europe, the Middle East and North Africa via Eutelsat's HOT BIRD™ satellites at 13° East whose measured audience continues to expand, now reaching into over 121 million homes. Premium coverage of the UK and Ireland will be ensured via Eutelsat's EUROBIRD™ 1 satellite at 28.5° East that reaches into over 10 million satellite homes, anchoring it as the flagship neighbourhood for this region. The channel will be available via a digital platform operated on EUROBIRD™ 1 by Arqiva.

CNC has concluded an additional agreement with MultiChoice Africa for carriage of CNC World from 1 January 2011 on the DStv pay-TV platform, which broadcasts via Eutelsat's W7 satellite in over 40 countries in sub-Saharan Africa.

Wu Jincai, deputy editor-in-chief of Xinhua News Agency and chairman of CNC, said: *"With the satellite coverage provided by Eutelsat, an operator of reference in Europe, the Middle East and Africa, CNC World can deliver on its ambition to grow into a global network providing the best quality of service to our viewers."*

Michel de Rosen, Eutelsat CEO, added: *“We are delighted to partner with CNC for the rapidly expanding CNC World network. The selection of three Eutelsat satellites by a media agency seeking efficient and fast international distribution testifies to the footprint and access to cable and satellite homes provided by our video positions. We look forward to a longstanding relationship with CNC, and to continuing to meet the requirements of a new player in the international broadcasting landscape driven by objectives of quality and innovation.”*

About Eutelsat Communications

Eutelsat Communications (Euronext Paris: ETL, ISIN code: FR0010221234) is the holding company of Eutelsat S.A.. With capacity commercialised on 26 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 2010, Eutelsat's satellites were broadcasting more than 3,700 television channels. 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 access to high speed internet 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 nearly 661 commercial, technical and operational employees from 28 countries.

www.eutelsat.com

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