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**SATELLITE BROADBAND IRELAND SIGNS €5M+ CONNECTIVITY CONTRACT WITH
EUTELSAT TO BRING HIGH SPEED INTERNET TO IRELAND VIA THE
KA-SAT SATELLITE**

Paris, 21 January 2011

Satellite Broadband Ireland (SBI) has signed a commercial agreement with Eutelsat Communications (Euronext Paris: ETL) to sell broadband services via KA-SAT, the world's most powerful commercial satellite. The initial 3-year broadband utility contract, worth more than €5m, will allow SBI to sell Eutelsat's next-generation Tooway™ satellite broadband service, with download speeds of up to 10 Mbps and upload speeds of up to 4 Mbps. SBI will start to deliver the service in Ireland and plans to expand across Europe.

The Tooway™ service will be provided via Eutelsat's innovative KA-SAT satellite, which was launched in December 2010 and is on track to enter into full commercial service in May 2011. KA-SAT's approach is based on next-generation two-way wireless Ka-band spotbeam technology, which lowers the cost of providing high-bandwidth access to the Internet.

KA-SAT forms the cornerstone of a new European communications infrastructure which includes eight main satellite gateways across Europe, including one in Cork, connected to the Internet by a fibre backbone ring. As Europe's first High-Throughput Satellite (HTS), with total capacity of more than 70 Gbps, it is ushering in a new era of competitively-priced satellite-delivered services for homes and businesses across Europe and the Mediterranean Basin.

"To build an inclusive digital environment in Ireland, it is vital that broadband is accessible to as many of the 367,000 rural homes as possible," said Kevin Ryan, SBI Chief Executive. "As a result of this partnership with Eutelsat, our customers will be guaranteed access to the fastest and most reliable satellite broadband service at the lowest possible price, with all packages competitively priced." Ryan continued by stating that "We are the only satellite data provider in Ireland giving an Irish IP address as standard, which is vital for accessing websites such as RTE iPlayer. This unique contract also consolidates SBI's position as the premier provider of satellite broadband services to homes and businesses

in Ireland and, along with an additional €1m investment in our own services and facilities, will allow us to expand into additional territories across Europe, such as the UK.”

Arduino Patacchini CEO of Skylogic, Eutelsat’s broadband affiliate, added: “With the KA-SAT satellite now residing at its 9° East orbital location and undergoing in-orbit tests prior to entry into service in May, we are delighted to announce this first commercial contract, with SBI. KA-SAT’s capability to bring transformational satellite broadband services and SBI’s investment and expertise in delivering a first-class customer experience, represent a compelling partnership which will bring new impetus to bridging the digital divide for rural homes and businesses across Ireland.”

The customer premise equipment for Eutelsat’s Tooway™ broadband solution consists of a small satellite dish and a modem connected to the PC via the Ethernet, giving immediate and always-on Internet access following simple installation. Tooway™ can also deliver Voice over satellite telephony and Direct-to-Home television.

Operating in all countries across Europe, Tooway™ is delivered via a network of certified distributors who have the flexibility to offer packages for consumers, home workers and small businesses with speeds, volumes and prices to match their local market demands. Distributor contact details can be found at www.tooway.com.

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 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 660 commercial, technical and operational experts from 28 countries
www.eutelsat.com

For further information

Press

Vanessa O’Connor
Frédérique Gautier

Tel. : + 33 1 53 98 37 91
Tel. : + 33 1 53 98 37 91

voconnor@eutelsat.fr
fgautier@eutelsat.fr

Investors & Analysts

Lisa Sanders Finas

Tel. : +33 1 53 98 35 30

investors@eutelsat-communications.com**About Satellite Broadband Ireland**

Satellite Broadband Ireland (SBI) was founded by Kevin Ryan and Sean Og Brennan in 2008 in a response to the lack of availability to a cost effective rural broadband solution. The company quickly established themselves as the premier provider of satellite data services throughout Ireland through their focussed approach and customer commitment. Currently SBI are able to provide a nationwide service, providing a fast, reliable and affordable satellite data solution through a partnership agreement they have with Eutelsat & Skylogic. In 2009, SBI were awarded the satellite portion of the National Broadband Scheme (NBS), where they are helping 3 Ireland rollout broadband to the 223,000 dwellings designated in the NBS area. SBI manage and operate from their base of operations in Mullingar, Co. Westmeath and currently employ in excess of 25 staff, solely involved in the Technical Support, Administration, Installation and provision of satellite telecommunication services. Since the company was founded in 2008, SBI have become the largest provider for satellite broadband services to residences and businesses in Ireland.

For further information visit: www.satellitebroadbandireland.ie

Contact:

Orla Thornton, Marketing

Tel: +353 44 9333200

E-Mail: Orla@satellitebroadbandireland.ie