

ATLANTIC BIRD™ 7 @ 7 degrees West

NEW CAPACITY FOR THE MIDDLE EAST AND NORTH AFRICA

A KEY NEIGHBOURHOOD FOR DIGITAL BROADCASTING MARKETS

The new ATLANTIC BIRD™ 7 satellite is scheduled for launch in the third quarter of 2011 to 7 degrees West, where it will replace ATLANTIC BIRD™ 4A, which has been in service at that orbital location since early 2009.

The introduction of ATLANTIC BIRD™ 7 will mark a second phase in the boosting of broadcasting capacity at 7 degrees West, where over 450 TV channels are currently available. This orbital location is operated by Eutelsat in close cooperation with the Egyptian satellite operator Nilesat.

ATLANTIC BIRD™ 7 will significantly increase the Group's in-orbit Ku-band resources at this position.

This new capacity will be brought into operation alongside the Nilesat 101, 102 and 201 satellites.

ATLANTIC BIRD™ 7 is based on Astrium's Eurostar E3000 platform. Optimized for high growth broadcasting markets, two beams will give superior coverage across the Middle East, including the Gulf States, as well as North Africa and North-West Africa.

- Up to 44 Ku-band transponders will be connected to a broad high-power footprint serving the Middle East and North Africa for Direct-to-Home (DTH) broadcasting.

- A second footprint for North-West Africa, across the Maghreb countries and extending down to the Gulf of Guinea, will be connected to a payload of up to 12 Ku-band transponders designed for consumer broadcasting services and equipped to meet high demand for Internet access services.

ATLANTIC BIRD™ 7 is the 19th satellite ordered by Eutelsat from Astrium. Its scheduled in orbit lifetime exceeds 15 years.

KEY MARKETS

- North Africa
- Middle East
- North-West Africa

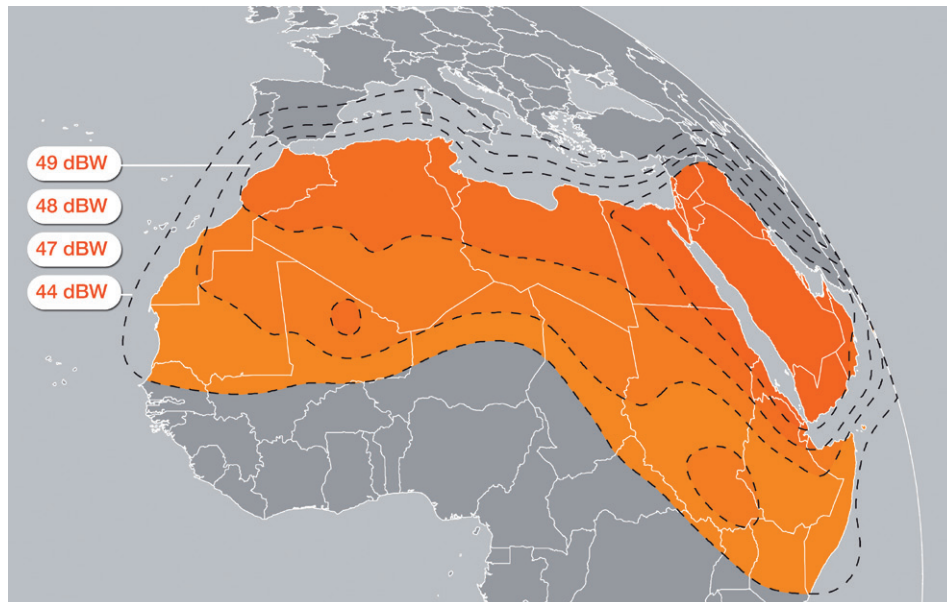
KEY SERVICES

- Digital broadcasting
- Internet access

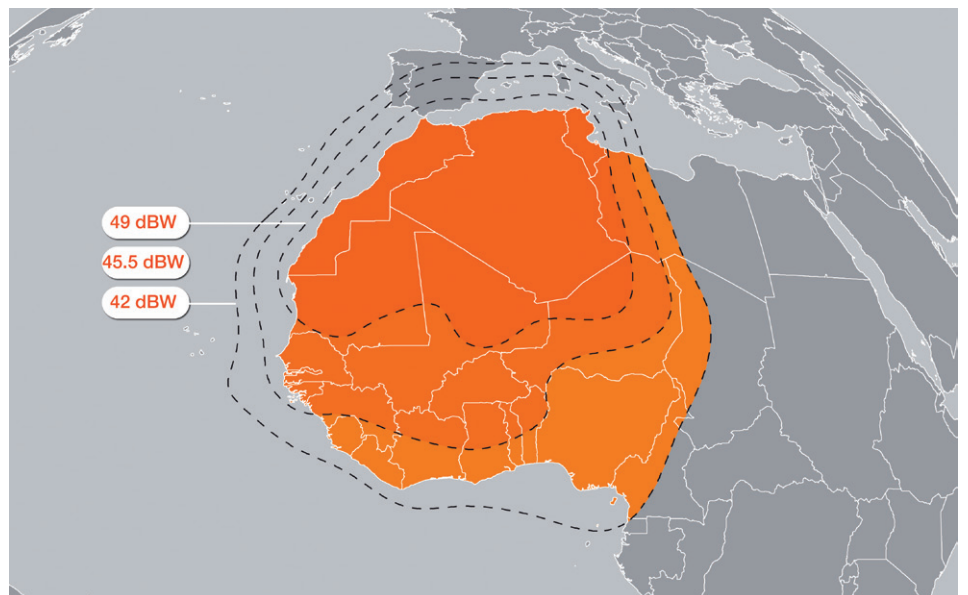


eutelsat
communications via satellite

COVERAGE MAPS AND SATELLITE INFO



ATLANTIC BIRD™ 7
predicted target downlink
Middle East/North African
coverage



ATLANTIC BIRD™ 7
predicted target
downlink North-West
African coverage

Satellite manufacturer:	Astrium
Downlink frequencies:	10.70 – 10.95 GHz, 10.95 – 11.20 GHz, 11.20 – 11.45 GHz, 11.45 – 11.70 GHz, 11.70 - 12.50 GHz
Transponder bandwidth:	33 MHz, 36 MHz, 50 MHz, 54 MHz, 66 MHz and 72 MHz
Platform:	EUROSTAR E3000
Projected lifetime:	> 15 years
Launcher:	Sea Launch
Orbital position:	7 degrees West
Operational transponders:	up to 50, Ku-band