



Satmex adopts the Eutelsat brand

Eutelsat: one company, one strategy and one unified brand

Paris, 7 March 2014 — Eutelsat Communications (NYSE Euronext Paris: ETL) announces that Satmex, a significant provider of Fixed Satellites Services in the Americas, that joined the Group in January this year has been renamed Eutelsat Americas. Federating 180 industry experts, with headquarters in Mexico City and satellite control facilities in Hermosillo and Mexico City, Eutelsat Americas is a key platform for growth across the region. As part of a worldwide satellite Group it will enable a broad portfolio of video, data, telco and broadband clients to benefit from Eutelsat's global presence, services, technologies and expertise as well as access to its existing and future satellites.

Eutelsat Americas complements the longstanding commercial activities of Eutelsat America Corp., based in Washington D.C. that was set up 10 years ago and has notably built a strong reputation and expertise in government business.

"The branding we are announcing today reflects Eutelsat's objective to consistently use the Eutelsat name across all markets, and underpins our efforts to create a homogenous global presence," commented Michel de Rosen, Eutelsat Chairman and CEO. *"As we continue to grow our operations and expand our reach we want clients, employees and the industry to clearly understand what Eutelsat offers, how we work and what we stand for. Our objective under the global Eutelsat brand is to federate the know-how and ambition of our offices around the world to deliver a high-value and industry-leading experience for our customers."*

Patricio Northland, CEO of Eutelsat Americas, added: *"This is an important step for the Satmex team. It supports the objective shared across Eutelsat to pursue a single strategy as one company. Joining Eutelsat has redimensioned the scale of what we can offer clients in and beyond our historical footprint and opened access to new markets and new growth regions. Pursuing our business under the Eutelsat brand reflects this broader scope and is a great move forward."*

Eutelsat Americas will continue to operate as a wholly-owned subsidiary, with teams working alongside all Eutelsat employees across the world. The names of the in-orbit and future Satmex satellites will also be aligned with the Eutelsat name. Other marketing, advertising and customer interaction is being designed to reflect the extended brand values. Notifications and approvals underway with relevant regulatory authorities are expected to be completed shortly.

About Eutelsat Communications

Established in 1977, Eutelsat Communications (Euronext Paris: ETL, ISIN code: FR0010221234) is one of the world's leading and most experienced operators of communications satellites. The company provides capacity on 34 satellites to clients that include broadcasters and broadcasting associations, pay-TV operators, video, data and Internet service providers, enterprises and government agencies. Eutelsat's satellites provide ubiquitous coverage of Europe, the Middle East, Africa, Asia-Pacific and the Americas, enabling video, data, broadband and government communications to be established irrespective of a user's location. Headquartered in Paris, with offices and teleports around the globe, Eutelsat represents a workforce of 1,000 men and women from 32 countries who are experts in their fields and work with clients to deliver the highest quality of service. For more about Eutelsat please visit www.eutelsat.com

■ Press

Vanessa O'Connor	Tel: + 33 1 53 98 37 91	voconnor@eutelsat.fr
Frédérique Gautier	Tel: + 33 1 53 98 37 91	fgautier@eutelsat.fr
Marie-Sophie Ecuier	Tel: + 33 1 53 98 37 91	mecuer@eutelsat.fr

■ Investors and analysts

Leonard Wapler	Tel. : +33 1 53 98 35 30	lwapler@eutelsat.fr
Cédric Pugni	Tel. : +33 1 53 98 35 30	cpugni@eutelsat.fr

Juan A. García-Gayou, Eutelsat Americas Tel: +52(55) 2629-5800 juan.garcia@eutelsat.com