



Aymeric Genty appointed CEO of Alterna'TV, Eutelsat Americas' TV distribution platform

Miami, Paris, 3 September 2014 – Eutelsat Communications (NYSE Euronext Paris: ETL) announces the appointment of Aymeric Genty as Chief Executive Officer of Alterna'TV, a subsidiary of Eutelsat Americas based in Miami.

From its base as a distributor of Hispanic TV channels to households connected to leading cable and IP platforms in the United States, Alterna'TV will now be leveraging Eutelsat's extensive broadcasting experience to expand its scope.

Under the Eutelsat Americas banner, Aymeric will lead Alterna'TV to broaden its distribution platform beyond Hispanic channels to bring more international content to U.S. and Latin American markets. Benefiting from Eutelsat's international footprint and global presence, Alterna'TV will also make channels available for the first time in other territories such as Europe, Africa, and Asia. As a first step in this direction Alterna'TV has signed a contract with Trace to deliver TRACE Sports Stars, the first global English-language entertainment channel dedicated to sports celebrities, to some of the main pay-TV platforms in Latin America.

Aymeric joined Alterna'TV on September 1 from Eutelsat in Paris where he was VP Sales for France and French-speaking markets since 2008. Prior to Eutelsat, he was Distribution and Marketing Director at France 24 from 2005 to 2007, Director Asia-Pacific at Eurosport from 2001 to 2004 and held various managing positions in the TF1 Group from 1994 to 2001, including Director of TF1 Consulting. Aymeric graduated from ESCP-EAP in 1992.

Commenting on his appointment, Patricio Northland, CEO of Eutelsat Americas, said: *"We are delighted to welcome Aymeric as the head of the Alterna'TV team. His broad experience in broadcasting at Eutelsat and in key broadcasting groups will be a driving force to transform Alterna'TV into a leading content management solution for the Americas"*.

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 37 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

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About Alterna'TV

As a subsidiary of leading satellite service provider Eutelsat Americas, Alterna'TV delivers programming that is both timely and culturally distinct with a roster of channels including Once TV Mexico, Latin American Sports, AYM Sports, Trace Sports Stars, CB Tu Television Michoacan, Canal 22 Internacional, Ecuavisa, INTI Network, PXTV and Telemirco. Representing authentic, local and relevant programming from Latin American networks as well as unique entertainment channels from around the world, Alterna'TV accurately assesses the popularity, demand and audience for specific channels in Latin America and the U.S. and then provides this invaluable data to its carriage partners DISH, DirecTV, Comcast and Time Warner Cable, Verizon Fios, AT&T U-Verse, Charter and RCN as well as MegaCable, UNE, reaching over 10M subscribers on a daily basis. For more information on our companies, please visit our websites at www.alternatv.us