



## SISLink and Intelsat Enter U.S. Alliance to Launch HD-Ready Service for SNG Operators



Pembroke, Bermuda and London, United Kingdom, 25 February 2008

Intelsat, Ltd., the world's leading provider of commercial satellite services and SISLink, the leading provider of satellite uplink services in Europe, today jointly announced that they have formed a strategic alliance to launch an HD-ready automated video delivery service for satellite newsgathering (SNG) users in the United States.

The strategic alliance will offer Intelsat® uPod™, a fully integrated broadcasting solution that will allow U.S. SNG operators to execute real-time broadcasting services more efficiently. The new service will blend Intelsat's space and ground infrastructure with SISLink's uPod™ system to support web-based scheduling and transmission of live standard and high definition video, as well as voice and Internet communications, between wherever news or sports events are unfolding throughout the continental United States.

SISLink's award-winning automated SNG uplink system, uPod, has proven to be the uplink of choice for European broadcasters due to its simplicity, HD compatibility and its reliability. Removing the need for a skilled uplink engineer, uPod allows broadcasters to have a true one-person SNG operation, with increased flexibility yet returning significant cost savings. As part of this agreement, SISLink developed a new, smaller version of the uPod, the uPod Micro, which is small enough to be mounted onto any vehicle.

The new service is scheduled to be launched in April 2008, initially targeting customers who lease full-time space segment capacity for SNG applications. A version of the service targeting occasional-use customers is planned for launch later in 2008.

"In Intelsat, SISLink has found a partner with a strong business base in the U.S. and a shared focus on exceeding its customers' requirements. Our revolutionary, client-empowering approach to the uplink process combined with Intelsat's reach and flexibility, has made SISLink's most ambitious plan a reality," said David Meynell, SISLink Managing Director. "Together, we are changing the way the world gathers and delivers news content."

"Our highly coveted North American Galaxy fleet is unrivaled in the industry, providing the sought-after access news organisations require to meet their broadcasting needs," said Stephen Spengler, Intelsat's Executive Vice

President, Sales and Marketing. "By combining our industry-leading strengths, SISLink and Intelsat can now offer the most unique solution for content delivery currently available in the SNG market."

*The Intelsat® is registered by Intelsat, Ltd. and uPod™ is trademarked by SISLink.*

### **About Intelsat**

Intelsat is the leading provider of fixed satellite services (FSS) worldwide and is the leading provider of these services to each of the media, network services and government customer sectors, enabling people and businesses everywhere constant access to information and entertainment. Intelsat offers customers a greater business potential by providing them access to unrivaled resources with ease of business and peace of mind.



An extensive customer base, including some of the world's leading media and communications companies, multinational corporations, Internet service providers and government/military organisations, utilises our services. Real-time, constant communication with people anywhere in the world is closer, by far.

### **About SISLink**

SISLink was formed in 1989, and is now recognised within the industry as Europe's largest supplier of satellite uplinks, providing uplink services to a wide range of leading news organisations, including Sky News, ITV and ITN. The company's revolutionary and innovative approach to researching and developing new technologies combined with its ongoing commitment to its client base has ensured the successful and continued growth of this first class company.

### **For further information contact:**

#### **Donna Palumbo, SISLink**

Marketing, +44 (0)1908 865 500 or email [dpalumbo@sislink.tv](mailto:dpalumbo@sislink.tv)  
2 Whitehall Avenue, Kingston, Milton Keynes, MK10 0AD, UK  
[www.sislink.tv](http://www.sislink.tv)

#### **Nick Mitsis, Intelsat Ltd**

+1 202 944 7044 or email [nick.mitsis@intelsat.com](mailto:nick.mitsis@intelsat.com)

*Intelsat Safe Harbor Statement. Some of the statements in this news release constitute "forward-looking statements" that do not directly or exclusively relate to historical facts. The forward-looking statements made in this release reflect Intelsat's intentions, plans, expectations, assumptions and beliefs about future events and are subject to risks, including known and unknown risks. Detailed information about some of the known risks is included in Intelsat's annual report on Form 10-K for the year ended 31 December 2006 and Intelsat's other periodic reports filed with the U.S. Securities and Exchange Commission. Because actual results could differ materially from Intelsat's intentions, plans, expectations, assumptions and beliefs about the future, you are urged to view all forward-looking statements contained in this news release with caution. Intelsat does not undertake any obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.*