



TRBNA to Deliver Digital Terrestrial Television Services to Armenian Viewers via IntelSat EpicNG

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LUXEMBOURG & AMSTERDAM--(BUSINESS WIRE)--Sep. 10, 2015-- With consumers everywhere demanding access to more high-quality content, broadcasters are utilizing digital terrestrial television ("DTT") to efficiently and cost-effectively deliver an enhanced viewing experience to expanded audiences around the globe. IntelSat S.A. (NYSE: I), the leading global satellite service provider, has supported the seamless migration from analog services to DTT on three continents. IntelSat today announced that it will enable the Television and Radio Broadcasting Network of Armenia (TRBNA) to implement a DTT network using a unique solution on IntelSat 33e, the second scheduled satellite in IntelSat's next generation satellite fleet, IntelSat Epic^{NG}.

For programmers and content distributors, IntelSat Epic^{NG} provides a unique platform to deliver more regionalized programming which will enable them to better differentiate their services for both viewers and advertisers alike. Leveraging a powerful Ku-band spot beam on IntelSat 33e to be located at 60°E, TRBNA will have a single signal distribution of content that will allow it to deliver DTT services to all of Armenia. The high-powered spot beam will provide TRBNA with a very reliable, much more affordable service that will enable the company to accelerate the roll-out and expansion of its DTT network.

"Our viewers are demanding and deserve informative and entertaining content that is delivered with world-class quality and reliability," said Grigor Amalyan, CEO, TRBNA. "As we looked to upgrade our network to DTT, we needed a partner that had deep technical expertise in moving from analog and digital and could help us accelerate the roll-out in a cost-efficient manner. Given its breadth and depth of experience in helping companies expand and enhance their digital offerings, IntelSat was the right partner for us. IntelSat's innovative, next generation IntelSat Epic^{NG} satellite will be critical in helping us deliver superior service, high quality and affordable content to our television viewers and radio listeners throughout Armenia."

Until IntelSat 33e is launched in the second half of 2016, IntelSat will provide TRBNA bridge capacity on IntelSat 904 at 60°E to distribute content to TRBNA's terrestrial towers for DTT services. IntelSat currently provides proven DTT solutions across a number of continents, supported by advanced coding and modulation techniques that enable efficient use of bandwidth and improved reception quality, enabling audiences to enjoy the benefits of digital television. IntelSat also hosts video neighborhoods that serve all of the populated continents, offering increased access to the most popular content that complements the programming distributed by DTT, providing excellent viewer penetration for exciting content within and outside the continent.

Kurt Riegelman, Senior Vice President, Global Sales and Marketing, IntelSat, said: "IntelSat's satellite fleet is designed to enable our customers to quickly adapt to changing dynamics in the broader media landscape. Given the size of its target market, TRBNA is uniquely positioned to benefit from the powerful spot beams offered by IntelSat Epic^{NG}. By working closely with TRBNA, we customized a solution that will allow them to quickly meet their regulatory requirements, deliver more dynamic and enhanced content and have a network infrastructure that enables them to expand their viewership in a much more cost-efficient manner."

IntelSat will be exhibiting at the 2015 IBC Conference in Amsterdam, The Netherlands, from September 11-15, 2015. You can visit IntelSat at the IntelSat Stand located at Hall 1, C71 for more information about our IntelSat Epic^{NG} platform, media services and satellite solutions.

Supporting Resources:

- IntelSat's Media Services: http://www.intelsat.com/wp-content/uploads/2013/03/New_Media_brochure.pdf
- IntelSatOne[®] Media Services: <http://www.intelsat.com/services/media-services/intelsatone-services/>
- IntelSat Digital Terrestrial Television Services: <http://www.intelsat.com/applications/media/digital-terrestrial-television-dtt/>
- IntelSat's Central Eastern European Video Neighborhoods: <http://www.intelsat.com/applications/media/direct-to-home-dth/europe-and-middle-east-dth-video-neighborhoods/>
- IntelSat Epic^{NG}: <http://www.intelsat.com/infrastructure/intelsat-epicng/>

About IntelSat

IntelSat S.A. (NYSE: I) is the world's leading provider of satellite services, delivering high performance connectivity solutions for media, fixed and mobile broadband infrastructure, enterprise and government and military applications. IntelSat's satellite, teleport and fiber infrastructure is unmatched in the industry, setting the standard for transmissions of video and broadband services. From the globalization of content and the proliferation of HD, to the expansion of cellular networks and mobile broadband access, with IntelSat, envision your future network, connect using our leading satellite technology and transform your opportunities. Envision...Connect...Transform...with IntelSat. For more information, visit www.intelsat.com.

IntelSat Safe Harbor Statement:

Statements in this news release and certain oral statements from time to time by representatives of the company constitute "forward-looking statements" that do not directly or exclusively relate to historical facts. When used in this earnings release, the words "may," "will," "might," "should," "expect," "plan," "anticipate," "project," "believe," "estimate," "predict," "intend," "potential," "outlook," and "continue," and the negative of these terms, and other similar expressions are intended to identify forward-looking statements and information.

The forward-looking statements reflect Intelsat's intentions, plans, expectations, assumptions and beliefs about future events and are subject to risks, uncertainties and other factors, many of which are outside of Intelsat's control. Important factors that could cause actual results to differ materially from the expectations expressed or implied in the forward-looking statements include known and unknown risks. Known risks include, among others, the risks described in Intelsat's annual report on Form 20-F for the year ended December 31, 2014, and its other filings with the U.S. Securities and Exchange Commission, the political, economic and legal conditions in the markets we are targeting for communications services or in which we operate and other risks and uncertainties inherent in the telecommunications business in general and the satellite communications business in particular.

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