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For Immediate Release

**RRSAT CHOSEN TO DISTRIBUTE DUTCH LANGUAGE CHANNEL,
BVN-TV, TO EUROPE & MIDDLE EAST**

Follows Previously Successful Launch over Asia, Africa and Australia through RRsat Global Network

RE'EM, Israel – August 4, 2009 – RRsat Global Communications Network Ltd. (NASDAQ: RRST), a rapidly growing provider of comprehensive content management and global distribution services to the television and radio broadcasting industries, announced today that BVN-TV has chosen to expand its contract with RRsat. This follows the successful launch of services over Asia, Africa and Australia in 2007.

BVN-TV is a collaboration of Radio Netherlands, Dutch Domestic Public Television and Flemish Radio and Television - providing Dutch-language programming to Dutch and Flemish communities living outside The Netherlands and Belgium.

The BVN-TV Channel is now also broadcast to Europe and the Middle East over the RRsat Global Network, using the Hotbird satellite.

"RRsat, through its advanced Global Network, has the capability of taking one channel, such as BVN-TV, to multiple regions and different time zones," commented **Lior Rival, Deputy CEO and VP Sales and Marketing of RRsat**. "This third consecutive agreement with BVN-TV, joins prior agreements to provide broadcasting services to Asia, Africa and Australia, demonstrating the success of our ongoing commitment to customer satisfaction, as well as the strength of the RRsat Global Network, reaching millions of households throughout Europe and the Middle East."

About RRsat Global Communications Network Ltd.

RRsat Global Communications Network Ltd. (NASDAQ: RRST) provides global, comprehensive, content management and distribution services to the rapidly expanding television and radio broadcasting industries. Through its proprietary "RRsat Global Network," composed of satellite and terrestrial fiber optic transmission capacity and the public Internet, RRsat is able to offer high-quality and flexible global distribution services for content providers. RRsat's comprehensive content management services include producing and playing out TV content as well as providing satellite newsgathering services (SNG). RRsat concurrently provide these services to more than 500 television and radio channels, covering more than 150 countries. Visit the company's website www.RRsat.com for more information.

Safe Harbor Statement

This press release contains forward looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, including statements regarding (i) the growth of our business and the television and radio broadcasting industries, (ii) our expectation to expand our client base and sell additional services to our existing client

base, (iii) our ability to successfully integrate the teleports we acquired, (iv) our ability to develop and commercialize the RRsat Global Internet TV service, (v) our expectation to extend the average length of our contracts in the future, (vi) our ability to report future successes and (vii) our intention to distribute dividends in the future and the size of any dividends declared. These forward-looking statements involve known and unknown risks and uncertainties and are based on current expectations, assumptions, estimates and projections about the companies and the industry as of the date of this press release. The company undertakes no obligation to update forward-looking statements to reflect subsequent occurring events or circumstances, or to changes in its expectations, except as may be required by law. Forward-looking statements are subject to risks and uncertainties that may cause actual results to differ materially from those contemplated by the forward-looking statements, including the risks indicated in our filings with the Securities and Exchange Commission (SEC). For more details, please refer to our SEC filings and the amendments thereto, including our Annual Report on Form 20-F for the year ended December 31, 2008 and our Current Reports on Form 6-K.

Information in this press release concerning BVN-TV has not been independently verified by RRsat.

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