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## RRsat Expands TV Programming Platform via the Intelsat Network

### **Pembroke, Bermuda, 24 March 2009**

Intelsat, Ltd., the world's leading provider of fixed satellite services, announced today that RRsat Global Communications Network Ltd. (NASDAQ: RRST), a global provider of comprehensive content management and distribution services to the television and radio broadcasting industries, launched an additional TV programming platform on Intelsat's Galaxy 19 satellite, which is expected to reach millions of viewers in North America.

Intelsat's Galaxy 19 satellite, which hosts the largest ethnic video platform in North America distributing nearly 180 international channels, is located at 97° W within Intelsat's valuable Galaxy neighborhood. RRsat will leverage this capacity to distribute regional programming into the U.S. cable market and Canada's DTH community. RRsat will operate this additional programming platform from its RRsat Hawley Teleport located in Pike County, Pennsylvania.

"Through our long-standing relationship with Intelsat, we have been able to offer our customers' programming to almost the entire North American region, reaching millions of cable and DTH viewers," said Lior Rival, RRsat's Deputy CEO and Vice President, Sales & Marketing. "This new multi-year contract enables us to continue meeting our customers' global distribution needs."

"Global distribution, especially for regional content, is one of the most important business drivers in programming today," said Jean-Philippe Gillet, Intelsat's Regional Vice President, Europe & Middle East. "Within our satellite fleet, 27 satellites are part of video neighborhoods around the world that provide unparalleled transmission services to leading cable and DTH communities, offering programmers the access they need to reach key demographic viewers."

Intelsat will be exhibiting at Booth #109 at SATELLITE 2009, the leading tradeshow for the global satellite industry, which is being held at the Washington Convention Center, Washington, D.C., 25-27 March.

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### **About RRsat Global Communications Network**

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 provides these services to more than 425 television and radio channels, covering more than 150 countries.

### **About Intelsat**

Intelsat is the leading provider of fixed satellite services worldwide. For more than 40 years, Intelsat has been delivering information and entertainment for many of the world's leading media and network companies, multinational corporations, Internet service providers and governmental agencies. Intelsat's satellite, teleport and fiber infrastructure is unmatched in the industry, setting the standard for transmissions of video, data and voice services. From the globalization of content and the proliferation of HD, to the expansion of cellular networks and broadband access, with Intelsat, advanced communications anywhere in the world are closer, by far.

***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 2008 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.*

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