



Date: 16 March 2005

Release Number: 2005-09

CBS Chooses Intelsat to Carry NCAA College Basketball Tournament in Hi-Definition

London, U.K., 16 March 2005 – College basketball fans in the U.S. will see much more of the NCAA tournament this year by viewing enhanced detail through higher quality high-definition video transmission of over half of the tournament games. Broadcaster CBS, the rights holder of the NCAA Men's Basketball Tournament "March Madness," will increase its use of Intelsat satellite transmission capacity by approximately 50% in order to better serve their viewers through this dramatic increase in high-definition coverage.

The tournament will be carried over IA-5 and IA-6, two satellites in the Intelsat fleet that provide high-quality coverage of North America. CBS will use the satellites for both contribution and distribution of NCAA tournament programming throughout the United States. CBS, which uses the Intelsat system to transmit its broadcasts year-round, purchased additional occasional use capacity specifically to support the transmission of this year's tournament.

"Intelsat is a critical provider of services to CBS and flexible enough to support our increased capacity need for this unique event. They are a company that we have consistently relied upon to make sure that our programming gets wherever we need it to go," said Brent Stranathan, Vice President of CBS Broadcast Distribution. "As we expand the number of games we offer in HDTV, it is important to us to have our prime satellite provider be in a position to support these requirements, especially an event as popular as March Madness."

"Supporting CBS, one of the most successful and well-known broadcasters in the world, to better serve their viewers with more choices such as high definition, is part of our mission," said Ramu Potarazu, COO, Intelsat Ltd. "The diversity of our fleet, its capacity to support high-definition programming and its ability to reach 99 percent of the world's populated areas make the Intelsat system an ideal distribution platform for broadcasters anywhere in the world."

More information about the NCAA tournament, including a schedule of games, can be found at <http://www.sportsline.com/cbssports>.

About Intelsat

As a global communications leader with 40 years of experience, Intelsat helps service providers, broadcasters, corporations and governments deliver information and entertainment anywhere in the world, instantly, securely and reliably. Intelsat's global reach and expanding solutions portfolio

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enable customers to enhance their communications networks, venture into new markets and grow their businesses with confidence. For more information, visit www.intelsat.com.

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