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## **Intelsat Selected to Provide Expanded Video Distribution Services to Genesis Networks**

Pembroke, Bermuda, 4 April 2005 – The Intelsat Americas™-7 (IA-7) and Intelsat Americas™ -13 (IA-13) satellites have been selected to provide expanded North American distribution of niche foreign language cable programming for Genesis Networks, an emerging provider of next-generation global video transmission services to major broadcasters. Genesis Networks will utilize the Intelsat Americas fleet, as part of its hybrid network, to provide end-to-end solutions in the video transmission market.

Genesis Networks is greatly increasing its capacity on IA-13 and purchasing a significant amount of new capacity on IA-7, giving it access to over 3,000 digital cable headends, with the potential to expand distribution of its customers' programming within North America by accessing Intelsat prime cable arc locations and distribution neighborhoods. Genesis provides distribution services for North American cable systems for a growing number of ethnic broadcasters from Latin America, consisting of multiple channels from Argentina, Peru and Mexico. In addition, Genesis has contracted with channels from India.

"IA-7 and IA-13 provide our ethnic programmers access to thousands of cable headends in North America, giving them critical program delivery capability upon which we build value added services," said Paul Dujardin, President, Genesis Networks Inc. "Intelsat's flexible support at a time of rapid growth in our business has helped us provide our customers with a high level of success in distributing their programming. It allows our cable programming customers to focus on successfully establishing and growing their own businesses by leaving the origination and distribution in the hands of Genesis and Intelsat."

Ramu Potarazu, COO, Intelsat Ltd., added that, "Intelsat's prime cable distribution neighborhoods, in combination with our expertise in distributing ethnic programming to thousands of people in the United States makes us well-poised to meet the exact needs of cable programmers, post-production houses or major media companies, and sets us apart from other operators in this market. We are committed to helping customers maximize their market advantage."

### **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 enable customers to enhance their communications networks, venture into new markets and grow their businesses with confidence. For more information, visit [www.intelsat.com](http://www.intelsat.com).

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