



The European Satellite Operators Association appoints new Secretary General

PARIS, September 9, 2004 – The Board of Directors of the European Satellite Operators' Association (ESOA) today appointed Ms. Aarti Holla-Maini as the association's new Secretary General. Based in ESOA's Brussels office, Ms. Holla-Maini will manage and represent the association on a day-to-day basis, succeeding Mr. Fulvio Sansone.

As Secretary General, Ms. Holla-Maini will work to generate and strengthen awareness of the benefits of satellite-delivered services with key decision-makers, fostering the necessary political, industrial, trade and regulatory environments to ensure the global availability of these services.

ESOA Chairman Dan Goldberg said, "Ms. Holla-Maini's background and experience in the satellite domain, and in working with various European institutions, will ensure that the views and objectives of our association are effectively communicated to policy makers so that they understand the critical role satellite technology plays in the European and global communications infrastructure.

"ESOA members contribute significantly to Europe's global pre-eminence in the satellite services sector. In 2003, our members achieved revenues in excess of €3.5 billion from capacity on board the more than 100 in-orbit satellites operated and/or commercialized by them, and maintained a workforce of more than 4,700 people. Our business accounts for close to 50 percent of the activity of the 35,000 people working for the European space industry at large, according to the space industry's association Eurospace. ESOA members' satellites are used to deliver data, voice, Internet and video signal distribution services globally, including delivery of services – directly or indirectly – to more than 100 million European homes."

In accepting the post, Ms. Holla-Maini said, "I am delighted to be given the opportunity to further the work of the European satellite operators. Connectivity and communication have become invaluable aspects of the daily lives of nearly every European. As the providers of such vital services, it is the responsibility of both operators and governments to ensure that as many people across the continent and around the globe can enjoy their benefits at an affordable cost. As Secretary General, I plan to put my experience in satellite systems and European affairs to work to make a real difference in contributing to the impact that satellite services can make on peoples' lives."

Ms. Holla-Maini has substantial experience in the aerospace industry, most recently representing the joint-venture company Galileo Industries in Brussels and working with European institutions in preparing the Public Private Partnership scheme for the €1.6 billion Galileo project. Prior to this, she was a project manager working on new satellite ventures at EADS in Munich, Germany. Ms. Holla-Maini holds a Masters of Business Administration from HEC France and speaks five languages. In 1995, she qualified as a solicitor in the United Kingdom. Ms. Holla-Maini resides in Brussels.

About ESOA and its members

European satellite operators established ESOA as a non-profit organization to promote their shared interests in 2002. Its full members are Eurasiasat SAM, Europe*Star Ltd, Eutelsat S.A., Hellasat, Hispasat S.A., Inmarsat Ventures plc, New Skies Satellites N.V., Nordic Satellites A.B., SES GLOBAL S.A., Telenor Plus Holding A.S., and Telespazio S.p.A. Supporting members of ESOA are Arianespace and Alcatel Space. ESOA is based in Brussels and membership is open to those organizations involved in satellite communications systems. For additional information, please visit www.esoa.net or contact:

Aarti Holla-Maini
Secretary General
European Satellite Operators Association
20th Floor, Bastion Tower
5 Place du Champ de Mars
B-1050 BRUSSELS
Tel: 00.32.2.550.3575
aholla@esoa.net