

For Immediate Release

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**INTELSAT GENERAL CORPORATION SIGNS BOSCOBEL FOR
BRANDING AND MARKETING**

Mid-tier PR Firm to Provide Full-Service Support

[SILVER SPRING, MD] — November 2005 — Boscobel Marketing Communications, Inc., announced today that Intelsat General Corporation (IGC) of Bethesda, MD, has retained the PR and branding firm as its agency of record. Though specific terms of the performance-based contract were not released, Boscobel's responsibilities will include:

- Public and media relations;
- Web, exhibit and graphic design services;
- Media placement; and,
- Trade show support.

Boscobel, located in Silver Spring, Md., is the oldest and most experienced public relations firm specializing in government and industry in the U.S. The firm works with all facets of industry, including integrators, niche IT firms and telecom.

According to Britt Lewis, IGC's vice president of marketing and business, it was Boscobel's background and expertise that caught IGC's attention. Lewis added, "Starting with a quick-turnaround ad for *Government Executive*, we saw first-hand how Boscobel's team works with us and the industry they specialize in. We're extremely impressed with the quality of their work and dedication, and that's why we chose them as our partner."

Boscobel will work with IGC to help them gain top-of-mind recognition in the government and military arenas. Joyce Bosc, president and founder of Boscobel, recognizes IGC has an exciting road ahead of them, but she also acknowledges IGC's potential.

"I've never seen a company such as this that has so many exciting things going on that nobody knows about," said Bosc. "We are extremely proud to be working with them and we look forward to helping them reach their goals."

IGC is one of four companies that have signed with Boscobel so far in 2005. Others include Science Applications International Corporation (SAIC), STG, Inc., ITS Corporation and ORC Macro.

About Boscobel

Boscobel Marketing Communications, Inc., is the Washington, DC-area's only mid-tier branding and PR firm servicing government and industry. Now in its

twenty-seventh year, Boscobel provides integrated branding, public relations, marketing, graphic design and Web solutions for federal contractors, government agencies, commercial clients and associations. Founded by noted branding authority Joyce Bosc, the firm's senior-level staff provides creative, comprehensive and effective solutions and is best known for its landmark work in branding and launching America Online. Other client successes include Appian Corporation, NCI Information Systems, the U.S. Coast Guard and the U.S. Customs Service. More information at Boscobel can be found at <http://www.boscobel.com>.

About Intelsat General Corporation

Headquartered in Bethesda, Md., Intelsat General Corporation (IGC) provides leading-edge communications solutions to the U.S. government, military and NATO members and commercial customers through fixed and mobile satellite systems and associated terrestrial communications services. IGC incorporates flexible and robust ground and space infrastructure and technical expertise to deliver reliable, quickly deployable and secure network solutions anywhere around the globe. IGC is an indirect, wholly-owned subsidiary of Intelsat, Ltd.

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