

RRSAT EUROPE OPENS SPORTS & LIVE EVENTS DIVISION

New appointment marks drive to grow Sports & Live Events division across Europe



London, UK - February 2014: RRsat Europe, the European arm of RRsat Global Communications Network Ltd. (NASDAQ:RRST), a leading provider of comprehensive digital content management and global content distribution services to the broadcasting industry, today announces the appointment of Luca Marinoni as the new head of Sports and Live Events services in Europe.

Luca joins RRsat Europe to spearhead the Sports and Live Events business in the UK. RRsat currently provides this service worldwide, with clients including NFL, IMG, Augusta National, MLBAM, USGA, EBU & Fox Sports International Channels. The appointment will be instrumental in driving the growth of RRsat Europe's live events division, as the business expands both in the UK, Europe and globally.

Based in the UK at its West London offices, Luca joins RRsat Europe with 15 years of experience in the broadcast and media rights sector; joining the business from leading international sports rights company MP & Silva. He brings with him an exemplary record and expertise in the production and distribution of international sports federations and world-class sporting events.

Matt Bowman, commercial director at RRsat Europe, comments: "Sports and Live events services will become an integral part of RRsat Europe, and so within this territory Marinoni will lead its strategic development. His wealth of experience in this sector makes him a valuable addition and we look forward to welcoming him into the RRsat team."

Susanna Madel-Mantello, VP, Global Sports, News and Live Events Services comments: "One of our key strategies is to expand our global operating footprint and sports services. By bringing Marinoni

to the RRsat family we are looking forward to achieving this goal. Through his experience and knowledge, this will enable us to cement RRsat's message that we are more than a global service provider; we are a true partner to all of our clients with sports and live events needs.