



FOR IMMEDIATE RELEASE

XTAR Launches New Brand Identity

Rockville, MD – March 14, 2011: XTAR, LLC, the first commercial provider of satellite communications services in the X-band frequency, has unveiled a new brand identity which is being introduced during the Satellite 2011 conference in Washington, D.C. XTAR's re-brand is anchored by a new, contemporary logo and the positioning tag line: "*Delivering X-Band to the Power of X.*"

XTAR's new brand identity was developed to better articulate the Company's evolved capabilities, mission and customer relationships. It mirrors the evolving nature of X-band applications and the changes occurring in the U.S. government commercial satellite services acquisition environment, while also reflecting the vision of XTAR's new senior management team.

"A company's brand is at the core of the image it portrays to its employees and shareholders, its customers and the industry at large," said Philip Harlow, XTAR President and Chief Operating Officer, who was appointed in June 2010. "We felt that the existing brand no longer accurately reflected the company as it is today. Simply stated, we're in an exciting new place: the military SATCOMS business has changed significantly in recent years; we have a new senior management team and the global satellite communications marketplace continues its rapid evolution. We felt it was important to visually reflect that dynamism in our corporate brand identity."

XTAR's new logo treatment utilizes a more contemporary font and has a futuristic, high-tech and space-oriented feel. The design incorporates an entirely new graphic element, with a clean orbit "swoosh" circling the X. "It's a simple and memorable treatment that conveys a cool, precise, confident look that is more attuned to our markets," Harlow added.

As part of its rebrand, XTAR also announced a new Internet address for its web presence: www.xtar.com.

As the first commercial provider of services in the X-band frequency, XTAR is exclusively dedicated to serving the long-haul communications needs of U.S. and Allied military and government organizations. Its two owned and operated payloads provide 4 GB of X-band capacity from Denver east to Singapore. XTAR is committed to the success of all its customers based on providing a highly responsive commercial and operational experience designed to meet or exceed the unique mission requirements of governments around the world. www.xtar.com

###

CONTACT:
Lisa Koppel
Longbottom Communications
1-301-318-4381
lisa@longbottomcommunications.com