



Press release

PANASONIC AVIONICS EXPANDS TRANS-ATLANTIC INFLIGHT SERVICES WITH SES ON SES-6

Luxembourg/ California, September 9, 2013 – Panasonic Avionics Corporation, a leader in inflight entertainment and communications (IFEC), and global satellite operator SES (NYSE Euronext Paris and Luxembourg Stock Exchange: SESG) today announced they have signed a major satellite capacity agreement to connect passengers aboard trans-Atlantic flights.

As part of the multi-year, multi-transponder deal, Panasonic will use the newly-launched SES-6 satellite and its high-powered Ku-band mobility beams over the Atlantic Ocean to deliver a complete entertainment and communications package to keep air travellers in touch in the sky. The SES capacity will support Panasonic's Global Communications Service, which provides passengers and crew with two-way broadband applications ranging from high-speed internet access, voice, and live TV, to the ability for the airline to monitor real-time operational data aboard the plane. Panasonic has begun its expanded trans-Atlantic inflight offerings with the initiation of service aboard the SES-6 satellite.

"Panasonic's global inflight connectivity service is unique, because of our ability, both technically and financially, to scale coverage and capacity anywhere in the world where our customers fly," said David Bruner, Vice President of Panasonic Avionics Corporation's Global Communications Service. "This new agreement between SES and Panasonic Avionics is an important step toward meeting the fast-growing demand for inflight entertainment and communications services over key trans-Atlantic routes and beyond."

"SES has made unprecedented strategic investments in significantly increasing capacity across our global fleet to meet the escalating demand for mobile entertainment and communications services over key regions and travel routes around the world," noted John Matlaga, Vice President of Enterprise and Mobility Services for SES' North American region. "With an exciting new partnership with Panasonic Avionics, we have the satellite reach and reliability to put the latest broadband and broadcast technologies at the fingertips of savvy airline passengers."

About the satellite

Launched in June 2013, SES-6 is an advanced, high-powered satellite equipped with 43 C-band and 48 Ku-band transponders and located at the prime orbital position of 40.5 degrees West. SES-6 provides early replacement of the NSS-806 spacecraft, which is home to leading video neighborhoods in Latin America and the Caribbean. The 53rd satellite in the global SES fleet provides significant capacity expansion at a strategic orbital slot over the Americas for a broad range of applications, including DTH, cable TV, HD, enterprise and mobility services.

For further information please contact:

Markus Payer
SES Communications
Tel: +352 710 725 500
Markus.Payer@ses.com

Brian Bardwell
Panasonic Avionics Corporation
Tel: +1-949-462-1742
Brian.Bardwell@panasonic.aero

Follow us on:

Twitter: https://twitter.com/SES_Satellites

Facebook: <https://www.facebook.com/SES.YourSatelliteCompany>

YouTube: <http://www.youtube.com/SESVideoChannel>

Blog: <http://en.ses.com/4243715/blog>

Find pictures and videos under: <http://www.ses.com/4245221/library>

About Panasonic Avionics Corporation

Panasonic Avionics Corporation is the world's leading supplier of in-flight entertainment and communication systems. The company's best-in-class solutions, supported by professional maintenance services, fully integrate with the cabin enabling airlines to deliver the ultimate travel experiences with a rich variety of entertainment choices, resulting in improved quality communication systems and solutions, reduced time-to-market and lower overall costs.

Established in 1979, Panasonic Avionics Corporation, a U.S. corporation, is a subsidiary of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation. Headquartered in Lake Forest, California with over 3,100 employees and operations in 80 locations worldwide, it serves over 200 customers worldwide and provide in-flight entertainment and communications (IFEC) systems on over 3,700 aircraft. For additional information, please visit <http://www.panasonic.aero>.

About SES

SES is a world-leading satellite operator with a fleet of 53 geostationary satellites. The company provides satellite communications services to broadcasters, content and internet service providers, mobile and fixed network operators and business and governmental organisations worldwide.

SES stands for long-lasting business relationships, high-quality service and excellence in the broadcasting industry. The culturally diverse regional teams of SES are located around the globe and work closely with customers to meet their specific satellite bandwidth and service requirements.



SES (NYSE Euronext Paris and Luxembourg Stock Exchange: SESG) holds participations in Ciel in Canada and QuetzSat in Mexico, as well as a strategic participation in satellite infrastructure start-up O3b Networks. Further information under: www.ses.com.