

## PRESS RELEASE

### **SES ASTRA SIGNS LONG-TERM CONTRACT WITH BSKYB FOR 24 TRANSPONDERS**

Luxembourg 30 June 2009 – SES ASTRA, an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG), announced today that it has renewed contracts with BSkyB (Sky) for 24 transponders on a long-term basis on ASTRA's 28.2 degrees East orbital position. In total Sky is using 31 transponders on the ASTRA satellite system.

This agreement confirms a long-running relationship, which began in 1989 when Sky launched its first analogue multi-channel package on board the ASTRA 1A satellite. Sky is one of the world's leading satellite pay TV operators with over 9.3 million customers, including more than one million High Definition (HD) subscribers.

Alexander Oudendijk, Chief Commercial Officer of SES ASTRA, said: "Sky was our first customer and we are delighted that a relationship which dates back to 1989 will continue to grow and develop for many years to come. The continued trust in ASTRA allows for the further growth of the UK and Ireland satellite DTH market and an exciting TV-offer on a long-term basis."

Mike Darcey, Sky's Chief Operating Officer, said: "Our success is driven by delivering high-quality content and services on a reliable and flexible platform. Our relationship with ASTRA has been long and fruitful and our decision to renew our commitment is based on a belief in satellite's ongoing ability to deliver quality services, like HD, on a scalable and nationwide basis. With 99 percent coverage of the UK and Ireland, and the most effective delivery mechanism for HD, Sky has the ability to scale in line with the increasing demand from consumers for HD, one million of whom already subscribe to Sky+HD. Sky's hybrid distribution strategy also harnesses a state-of-the art broadband network to deliver one-to-one content services."

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#### **About SES ASTRA**

[www.ses-astra.com](http://www.ses-astra.com)

SES ASTRA is the leading Direct-to-Home (DTH) satellite system in Europe. The satellite fleet currently comprises 14 ASTRA and two SIRIUS satellites. The combined satellite system delivers services to more than 122 million DTH and cable households and transmits nearly 2,500 analogue and digital television and radio channels. SES ASTRA also provides satellite-based multimedia, internet and telecommunication services to enterprises, governments and their agencies. With nearly 70 High Definition (HD) channels on its main orbital positions, ASTRA and SIRIUS represent the most important HDTV platform for Europe's leading broadcasters. The prime orbital positions for ASTRA and SIRIUS are 19.2° East, 28.2° East, 23.5° East, 5° East and 31.5° East.

SES ASTRA is an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG). SES owns two market-leading satellite operators, SES ASTRA in Europe and SES AMERICOM-NEW SKIES which provides global coverage and connectivity. The company owns 90 percent of SES SIRIUS in Europe, as well as strategic participations in Ciel in Canada and QuetzSat in Mexico. SES provides outstanding satellite communications solutions via a fleet of 40 satellites in 26 orbital positions around the globe. Additional information on SES is available at: [www.ses.com](http://www.ses.com)

## **About Sky**

Sky is the UK's leading entertainment and communications company, operating the most comprehensive multi-channel television service. Over 9.3 million homes - a third of households across the UK and Ireland - enjoy the very best entertainment, movies, news and sports channels on Sky Digital. In delivering entertainment through the TV, PC and mobile, customers have more control and flexibility over what, how and when they watch.

Over 5 million customers now choose Sky+, Sky's digital video recorder, to record and store their favourite programmes and over a million homes enjoy the unprecedented picture and sound quality of Sky+HD, which offers 33 dedicated HD channels. Sky is also the UK's fastest growing broadband and fixed-telephony provider with over 2 million customers taking Sky Broadband and just under 1.7 million customers taking Sky Talk.