

PRESS RELEASE

OVERNIGHT SUCCESS: RETRO TV EXPANDS CLASSIC PROGRAMMING DELIVERY WITH SES

Retro TV celebrates its fourth anniversary and moves to the SES AMERICOM-NEW SKIES platform

PRINCETON, NJ – June 29, 2009 – Home to the most innovative and popular television networks and programming, SES AMERICOM-NEW SKIES, a division of SES S.A. (Euronext Paris and Luxembourg Stock Exchange: SESG), today announced it has signed a multiyear agreement to deliver Retro TV's classic content lineup to viewers across the country.

As part of the agreement, Retro TV is using two transponders of capacity on SES AMERICOM-NEW SKIES' AMC-3 satellite for nationwide distribution of its TV lineup, which includes timeless hits like *Leave it to Beaver*, *Emergency*, *Marcus Welby MD*, *Kojak*, *McHale's Navy*, and *The Rockford Files*. Four years old this week, Retro TV is already a primary and sub channel success in markets coast to coast. The classic television network is now offered in nearly 85% of U.S. households and expects to reach the 95% milestone by year's end.

"Viewers will seek out good content and that's been the secret to our success. Retro TV has more than sixty titles of classic primetime hits from the 1950s through the 1980s that have really struck a chord with old and young audiences today," explained Neal Ardman of Retro TV, adding that the recent digital conversion has generated record email and call volume from newfound viewers.

"Retro TV has the reliable distribution platform, unsurpassed customer service and just the right footprint in SES AMERICOM-NEW SKIES. We also have the flexibility to deliver customized programming feeds for all of our stations," said Ardman, noting that if a market is heavy on comedies in the 7 pm hour, for example, Retro TV can easily counter with a drama or musical. "It's a turnkey solution that offers local ad and bug insertion without the need for equipment or capital expense," Ardman explained.

"Retro TV has fast become a must-have channel on television lineups across the country and a great new addition to the SES AMERICOM-NEW SKIES platform," said Bryan McGuirk, Senior Vice President of Media Services for SES AMERICOM-NEW SKIES. "The innovative network is proof positive that good programming is timeless and capable of attracting new generations of fans while reconnecting with viewers from decades past."

About Retro TV

Retro TV initiated service on July 1, 2005 in Little Rock, Arkansas, offering some of the best programming of all time all day long. In the past four years, Retro TV has grown its content lineup and launched new stations at an extremely rapid pace. Retro TV can now be seen in most U.S. markets, including Atlanta, Seattle, Orlando,

Buffalo, Boston, Detroit, St. Louis, Raleigh-Durham, Pittsburgh and many others. For more information about Retro TV, visit www.myretrotv.com.

About SES AMERICOM-NEW SKIES

SES AMERICOM-NEW SKIES is the newly combined SES division that brings together SES AMERICOM, the leading supplier of satellite services in the U.S., with the strategic global satellite services of SES NEW SKIES. SES AMERICOM-NEW SKIES is a global leader that serves broadcasters, cable programmers, telecommunications companies and networks, governments, aeronautical and maritime communications integrators, Internet service providers, and educational institutions with efficient communications and content distribution solutions. Recognized as a major innovator of advanced satellite communications services, the division operates a fleet of 25 satellites in key orbital positions capable of providing coverage and service throughout the Americas and around the world. SES AMERICOM-NEW SKIES also has six spacecraft under construction and operates global ground facilities. SES AMERICOM-NEW SKIES has offices in Princeton, The Hague, Washington, D.C., Johannesburg, Sao Paulo, Singapore, and Sydney. For more information, visit www.ses-amicom.com or www.ses-newskies.com.

About SES

SES (Euronext Paris and Luxembourg Stock Exchange: SESG) wholly owns the market-leading satellite operators SES ASTRA and SES AMERICOM-NEW SKIES, 90% of SES SIRIUS in Europe, and strategic participations in Ciel in Canada and QuetzSat in Mexico. SES provides outstanding satellite communications solutions via a global fleet of 40 satellites in 26 orbital locations. For further information:

www.ses.com

For further information please contact:

Yves Feltes

Media Relations

SES AMERICOM-NEW SKIES

Tel: +352 710 725 311

Yves.Feltes@ses.com