

PRESS RELEASE

GERMAN FREE TV GROUP OF PROSIEBENSAT1 MEDIA AG TO LAUNCH THREE HD CHANNELS ON HD+

Sat.1, ProSieben and kabel eins from January 2010 in High Definition on HD+

Luxembourg, 20 July 2009 – SES ASTRA, an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG), has closed a contract with ProSiebenSat1 Media AG for its German group of channels, German Free TV Group, for the transmission of three free TV programmes in High Definition (HD). The channels Sat.1, ProSieben and kabel eins will be broadcast in HD via SES ASTRA's new HD+ service from January 2010. The programmes will continue to be broadcast in parallel in Standard Definition.

HD+ will offer satellite TV households access to new HD programmes, complementing the existing broad digital programme offer on ASTRA. Media Group RTL Germany had announced earlier that it will offer its programmes RTL and VOX in HD quality via HD+, in addition to the existing transmissions. HD+ is independent from TV operators and offers the technical management and the marketing of HD programmes to all broadcasters. With the launch of HD+, retailers will offer receivers from established manufacturers.

"The fact that we are now able to offer our three channels via HD+ is a milestone in terms of our technology and quality offering for our viewers. The HD+ offer is coming at exactly the right time for us. Meanwhile there are more than 13 million HD-ready flat screen TVs in households, which means that viewers can enjoy our HD content in its entirety," said Andreas Bartl, Managing Director German Free TV Group of ProSiebenSat.1 Media AG.

"With the transmission of our programmes in HD quality we are pushing digitalisation in Germany. We will now focus on developing new content and offers for this new standard," said Dr. Marcus Englert, Director New Media & Diversification of ProSiebenSat1 Media AG.

"We see HD+ as an important driver of digitalisation and as a significant enlargement of the possibilities to receive HDTV," said Wilfried Uerner, Managing Director of HD PLUS GmbH, operator of HD+. "The decision of ProSiebenSat1 to launch three programmes on HD+ increases the attractiveness of HD+ and will raise the number of HD channels broadcast via ASTRA targeted to the German speaking market. ASTRA thereby confirms its leading role in HD and remains the largest HD platform with the most attractive HD offer in the German speaking countries."

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About SES ASTRA

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 more than 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 80 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