



SES AMERICOM INITIATES PROGRAMMING DELIVERY ON AMC-21

PBS heads list of leading programmers and service providers
leveraging the reach of the latest addition to global fleet

PRINCETON, NJ – October 7, 2008 – Less than two months after the launch of its AMC-21 satellite, SES AMERICOM, an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG), today announced that the Ku-band spacecraft is operational and delivering content and connectivity for leading broadcasters and mobile broadband service providers. Anchor tenant PBS, which serves 356 public television stations and millions of viewers nationwide, has transitioned its complete programming lineup to AMC-21.

PBS has enlisted AMC-21 to deliver everything from its popular children’s programming that includes *Sesame Street* and *Curious George* to its wide range of award-winning news, public affairs, arts, science and documentary programs to homes across America. AMC-21 is also the backbone of PBS’s Next Generation Interconnection System (NGIS), the distribution infrastructure platform for public television. In addition to supporting PBS and other top broadcasters, the spacecraft is enabling the delivery of mobile broadband services, including distribution to the oil and gas industry, the U.S. government, as well as maritime broadband users across the Gulf of Mexico and the Caribbean.

“PBS has relied on SES AMERICOM’s proven distribution systems and expertise for years. We are pleased to continue our relationship through the consolidation of public television content distribution on the new AMC-21 satellite,” said John McCoskey, PBS’s chief technology officer. “We look forward to a high level of quality service and collaboration that will greatly benefit public television stations well into the future.”

“As SES AMERICOM turns up service on AMC-21, we enter into a new, exciting era of next generation broadcast delivery with PBS. We’re honored to play such an important role in meeting the evolving needs of PBS and its member stations,” said Bryan McGuirk, president of media services for SES AMERICOM, noting that primary PBS content delivery was provided by AMC-1 and AMC-3 satellites prior to AMC-21.

“Today we take a long-standing partnership between two innovators to the next level by consolidating public television’s great programming onto a single satellite. The result is a robust, reliable and efficient distribution neighborhood set to serve PBS and other leading broadcasters and broadband companies for years to come,” McGuirk added.

About AMC-21

The AMC-21 satellite provides coverage of North America, including all 50 states, Mexico, the Caribbean and Central America. AMC-21 provides broadcast television and mobile broadband services. The satellite is fitted with 24 Ku-band transponders, each with 36 MHz of bandwidth and a life of 15 years. Weighing about 2,500 kilograms at launch and having 6 kW of electrical power, AMC-21 has initiated Ku-band service at 125 degrees West.

AMC-21 was procured by SES Satellite Leasing Ltd., an SES company located in the Isle of Man, and is marketed by SES AMERICOM. The satellite, built by Thales Alenia Space and Orbital Sciences, is the first STAR-2 spacecraft in the SES fleet.

About SES AMERICOM

www.ses-americom.com

As the leading supplier of satellite services in the U.S., SES AMERICOM serves broadcasters, cable programmers, aeronautical and maritime communications integrators, internet service providers, mobile communications networks, government agencies, educational institutions, carriers and secure global data networks with efficient communications and content distribution solutions. The company, recognized as a major innovator of advanced satellite communications services, operates a fleet of 16 spacecraft in orbital positions predominantly providing service throughout the Americas. In addition, AMERICOM Government Services (AGS), a wholly-owned subsidiary, is dedicated to providing satellite-based communications solutions to both civilian and defense agencies of the U.S. Government.

SES AMERICOM is an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG). SES wholly owns three market-leading satellite operators, SES ASTRA in Europe, SES AMERICOM in North America and SES NEW SKIES, which provides global coverage and connectivity. The company also holds 90% 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 39 satellites in 25 orbital positions around the globe. Additional information on SES is available at: www.ses.com.

About PBS

PBS, with its 356 member stations, offers all Americans — from every walk of life — the opportunity to explore new ideas and new worlds through television and online content. Each week, PBS reaches more than 65 million people and invites them to experience the worlds of science, history, nature and public affairs; hear diverse viewpoints; and take front row seats to world-class drama and performances. PBS's broad array of programs has been consistently honored by the industry's most coveted award competitions. Teachers of children from pre-K through 12th grade turn to PBS for digital content and services that help bring classroom lessons to life. PBS's premier children's TV programming and Web site, pbskids.org, are parents' and teachers' most trusted partners in inspiring and nurturing curiosity and love of learning in children. More information about PBS is available at www.pbs.org, one of the leading dot-org Web sites on the Internet.

Contact:

Jodi Morelli
SES AMERICOM
609-987-4202
Jodi.morelli@ses-americom.com

Jan McNamara
PBS
703-739-5028
jmcnamara@pbs.org