

PRESS RELEASE

SES ASTRA CREATES NEW BROADBAND COMPANY

ASTRA Broadband Services bundles the successful broadband activities of SES ASTRA

Betzdorf (Luxembourg), 12 September 2008. – SES ASTRA, an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG), announced today the creation of a new company bundling its successful broadband activities. The new company, ASTRA Broadband Services (ABBS), is a 100 percent owned subsidiary that will further promote and enhance SES ASTRA's portfolio of products serving the dynamic market for satellite-based broadband services. A main focus of the new company is the further development and roll-out of *ASTRA2Connect*, a two-way high-speed internet service launched in April 2007, across several European markets.

ASTRA Broadband Services is led by Norbert Willems, as newly appointed Chief Executive Officer, who served in other management positions at SES ASTRA prior to this new assignment. Alessandro De Meo, also from SES ASTRA, has been appointed Chief Financial Officer. Peter Schöler, responsible for product sales since the start of *ASTRA2Connect*, has been named Chief Commercial Officer, and Patrick Biewer, also part of the *ASTRA2Connect* team, is the new Chief Technical Officer.

"In the last year, we have experienced an immense success with the roll-out of *ASTRA2Connect*" said Ferdinand Kayser, President and CEO of SES ASTRA. "In order to further support the dynamic development and serve the high demand from different European markets, we have created this new company. It will fully focus on this promising sector and serve the growing number of customers. I am confident that with ABBS we have created a centre of excellence for our growing number of broadband customers."

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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 117 million DTH and cable households and transmits a total of 2,295 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 46 High Definition (HD) channels concentrated 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 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 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 38 satellites in 25 orbital positions around the globe. Additional information on SES is available at: www.ses.com