

PRESS RELEASE

ORF STARTS HDTV CHANNEL ON ASTRA First public broadcaster with regular HD channel in German speaking countries

Betzdorf (Luxembourg), 17 April 2008. – SES ASTRA, an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG), today announced the launch of ORF HD on ASTRA. The new channel will start broadcasting first of May and offer the complete program of ORF1 in HD format including the 31 matches of the UEFA EURO 2008™. ORF HD is the first regular high definition channel launched by a public broadcaster in the German speaking countries.

The agreement with ORF allows the use of additional capacity for the HD channel. In cooperation with the ORF service company ORS, it includes the possibility for further HD programs with which this new capacity will ramp up to a full transponder in January 2010. As part of the agreement, SES ASTRA and ORF will also cooperate to promote the new HD offer. The cooperation foresees joint commercial and marketing activities for retailers and will start this month.

States Wolfgang Elsässer, Managing Director of ASTRA Deutschland: “With a market share of 55 percent in satellite reception, Austria is already the number one in Europe and shows excellent growth rates. Last year, digital satellite reception has increased by nearly 50 percent in Austria. ASTRA today provides 374 digital TV channels to the Austrian market. The launch of ORF HD will further enhance the attractive offer on ASTRA and drive the growth of satellite in this dynamic market.”

After the launch of ORF HD, the combined satellite systems of SES ASTRA and SES SIRIUS will transmit 31 HD channels. The company thereby features Europe’s most extensive choice of HD channels from leading broadcasters in Europe including BSkyB, BBC, Discovery, National Geographic, CANAL+, M6, TF1 and Premiere. By end of 2010, SES ASTRA expects to transmit around 100 HD channels.

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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 12 ASTRA and three 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 as well as radio channels. SES ASTRA also provides satellite-based multimedia, internet and telecommunication services to enterprises, governments and their agencies. With more than 30 High Definition (HD) channels available via its satellites today, ASTRA and SIRIUS represent the most important HDTV broadcasting platform in Europe. The prime orbital positions for ASTRA and SIRIUS are 19.2° East, 28.2° East, 23.5° East and 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