



PRESS RELEASE

**COMCAST MEDIA CENTER SIGNS NEW MULTI-YEAR
AGREEMENT WITH SES AMERICOM**

***REFLECTS THE CMC'S COMMITMENT TO PROVIDE
HITS QUANTUM VIA SATELLITE***

SES AMERICOM'S NEWEST SATELLITE, AMC-18, NOW SOLD OUT

Denver, Colorado and Princeton, New Jersey, February 7, 2008 – As part of its commitment to provide the next generation of video services for cable operators, the Comcast Media Center (CMC), a business unit of Comcast Cable, has expanded its relationship with SES AMERICOM by signing a multi-year, multi-transponder contract. Eventually, the CMC will use 29 C-band transponders in SES AMERICOM's HD-PRIME® satellite neighborhood to deliver the current HITS Quantum platform plus additional services to HITS affiliates. The move to C-band from Ku-band will enhance service reliability and provide easier access to more programming and advanced service offerings such as HD and VOD.

With the signing of this deal, SES AMERICOM has executed agreements with customers for all AMC-18 capacity, the newest satellite in the AMERICOM fleet. SES AMERICOM's HD-PRIME® neighborhood is the industry's only five-satellite-strong platform for the ubiquitous delivery of HD programming to cable television headends nationwide. Beginning this spring, the majority of video services offered by HITS Quantum including standard and high definition linear and non-linear programming will be available on three satellites in SES AMERICOM's HD-PRIME® neighborhood: AMC-1, AMC-4 and AMC-18.

Initially, the CMC will use fifteen of the twenty-one AMC-18 transponders to continue the delivery of HITS Quantum HD channels, expand the HD lineup and for offering the HITS Quantum Classic lineup, which currently includes over 150 linear SD channels and 38 digital audio services. The HITS Quantum SD lineup, which is available on AMC 4, currently includes digital feeds for 68 widely carried "basic and expanded basic" channels. Video-on-demand programming, including the CMC's "VOD In a Box" service, is available on the AMC-1 satellite.

HITS affiliates can receive these HITS Quantum services from all three satellites with one antenna by retrofitting an existing antenna that is already looking at one of these satellites or receive a new one through SES AMERICOM's popular triple-feed antenna program. Access to multiple services via one antenna allows affiliates to efficiently deliver more programming choices and advanced services to their customers by maximizing bandwidth without comprising quality.

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CMC / SES AMERICOM – HITS Quantum Triple Feed announcement, page 2

“This expansion of the CMC’s relationship with SES AMERICOM allows our HITS affiliates to deploy a highly competitive lineup of advanced video services while realizing a substantial savings in cost and bandwidth without sacrificing quality,” said Gary Traver, COO of Comcast Media Center. “Our new satellite agreement joins several other developments that, all told, represent the largest commitment by the CMC or its predecessors, to HITS in the service’s entire 15-year history.”

“The Comcast Media Center has truly ambitious plans to dramatically increase their service offering including the number of HD channels, and their selection of SES AMERICOM to play a key role in this effort is a tremendous win for us,” said Bryan McGuirk, President of SES AMERICOM’s Media and Enterprise division. “We have worked closely with the Comcast Media Center on their technical evolutions of HITS so we fully appreciate the innovations that they are instituting and will ensure that our HD-PRIME® satellite distribution solution meets their needs today and tomorrow.”

The CMC’s new agreement with SES AMERICOM is one of several developments that the CMC is announcing in preparation for the upcoming NCTC Winter Education Conference, which will be held in Phoenix from February 17-19. The CMC is also expected to announce several new services and enhancements to its existing offering that are designed to address its affiliates’ current and future needs for digital headend equipment, bandwidth reclamation and the launch of advanced services.

About Comcast Media Center

Denver-based Comcast Media Center (CMC), a business unit of Comcast Cable, provides centralized content management and distribution solutions for cable system operators and members of the content community, including television programming networks, independent producers and advertisers “*All From The Center.*” The CMC’s multiplatform content distribution services includes its *HITS Quantum* all-digital platform of over 210 linear HDTV and standard definition digital video and audio services; an *Advertising Distribution Network (ADN)* for centrally managing cross channel promotions and advertising; and a video on demand (VOD) platform that manages and distributes over 7,000 VOD assets each month. The CMC also provides a full spectrum of content production, management and distribution services, including channel origination, transcoding, hosting, storage and IP multicasting, for traditional and new media platforms. More information is available at <http://www.comcastmediacenter.com>

About Comcast Corporation

Comcast Corporation (Nasdaq: CMCSA, CMCSK) (<http://www.comcast.com>) is the nation’s leading provider of entertainment, information and communications products and services. With 24.2 million cable customers, 12.9 million high-speed Internet customers, and 4.1 million voice customers, Comcast is principally involved in the development, management and operation of broadband cable systems and in the delivery of programming content.

Comcast’s content networks and investments include E! Entertainment Television, Style Network, The Golf Channel, VERSUS, G4, AZN Television, PBS KIDS Sprout, TV One, ten regional Comcast SportsNets and Comcast Interactive Media, which develops and operates Comcast’s Internet business. Comcast also has a majority ownership in Comcast-Spectacor, whose major holdings include the Philadelphia Flyers NHL hockey team, the Philadelphia 76ers NBA basketball team and two large multipurpose arenas in Philadelphia.

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About SES AMERICOM

www.ses-amicom.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 15 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 provide global coverage and connectivity. The company also holds strategic participations in SES Sirius in Europe, 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

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