

## PRESS RELEASE

### CRAWFORD COMMUNICATIONS CONTRACTS NSS-7

#### **Crawford Communications to use SES NEW SKIES satellite to support U.S. DVIDS project**

The Hague, Netherlands, July 21<sup>th</sup>, 2008 – SES NEW SKIES, an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG), announces that Crawford Communications, Inc. (Crawford) has contracted a total bandwidth of 20 MHz on the NSS-7 satellite at the orbital location of 338 degrees East for a period of five years.

Crawford has been awarded a long-term contract to provide content aggregation, media, Internet and satellite services for the U.S. military's Digital Video and Imagery Distribution System (DVIDS). This dedicated operation provides a reliable connection between the global media and the U.S. military. With a network of 106 portable Ku-band transmitters, public affairs units can send video, audio and still imagery back to the United States. The NSS-7 satellite will support that mission.

“With the high demand for video and data services from soldiers deployed in the field, NSS-7 is a vital part of the DVIDS project,” says Ed Deckert, Vice President of teleport and Internet services for Crawford. “The Middle East to North America beam provides our client a single hop solution and easy access to our distribution hub at Crawford on a 24/7 basis.”

Andrew Ruszkowski, Vice President North American Sales at SES NEW SKIES, said: “NSS-7 at 338 degrees East is the world’s leading video contribution satellite. Its extensive coverage of the Atlantic Ocean region makes it an ideal satellite for bringing programming from media hubs in Europe, the Middle East, Africa and Latin America into the East Coast of the U.S. We look forward to providing Crawford with reliable and high-performance satellite transmission capacity in support of DVIDS.”

#### **About NSS-7**

NSS-7 is a state-of-the-art, hybrid Ku- and C-band satellite located at 338 degrees East over the Atlantic Ocean, providing coverage of Europe, Africa, the Middle East, and the Americas. The satellite is located at one of the hottest orbital locations for trans-Atlantic connectivity as well as internet connectivity from North America into Europe, the Middle East and Africa. The powerful, state-of-the-art spacecraft features 49 C-band transponders and 48 Ku-band transponders.

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## **About Crawford Communications**

Crawford Communications, Inc., based in Atlanta, Georgia, is a leader in the electronic media services industry and has been offering domestic and international clients a full spectrum of video, film, audio, IP-media and satellite services since 1981. Crawford has evolved with technology to comprise the best in high definition and standard definition satellite transmission, television network origination and playback, satellite uplink truck services and multi-camera production trucks; studios; and remote video production; media management; streaming media/webcasting; online services; high definition creative editorial, film transfer and color correction; sound design and mixing; 5.1 surround sound; Blu-ray and DVD authoring; and standards conversion. For more information about Crawford Communications and its services, call 404.876.7149 in Atlanta or toll free 800.831.8027. The Company can be found on the Internet at [www.crawford.com](http://www.crawford.com)

## **About DVIDS**

DVIDS is a state-of-the-art, 24/7 operation that provides a timely, accurate and reliable connection between the global media and the U.S. military serving around the world. Through a network of portable Ku-band satellite transmitters located in-theater and a distribution hub at Crawford Communications in Atlanta, Georgia, DVIDS makes available real-time broadcast-quality video, still images and print products as well as immediate interview opportunities with service members, commanders and subject matter experts. For more information, visit [www.dvidshub.net](http://www.dvidshub.net)

## **About SES NEW SKIES**

SES NEW SKIES is an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG) offering satellite communication services to a range of customers including telecommunications providers, broadcasters, corporations and governments around the world. SES NEW SKIES has a global fleet of seven satellites in orbit, with three additional spacecraft under construction (NSS-9, NSS-12 and NSS-14) and ground facilities around the world.

Headquartered in The Hague, the company has offices in Johannesburg, Sao Paulo, Singapore, Sydney and Washington, D.C. In addition to SES NEW SKIES, SES wholly owns the market-leading satellite operators SES ASTRA in Europe and SES AMERICOM in North America, 90% of SES SIRIUS in Europe, and strategic participations in Ciel in Canada and Quetzsat in Mexico. SES provides outstanding satellite communications solutions via a global fleet of 38 satellites in 25 orbital locations. Further information on the company is available at [www.ses-newskies.com](http://www.ses-newskies.com) and on SES at [www.ses.com](http://www.ses.com)