

## PRESS RELEASE

### **em24 LAUNCHES ON ASTRA**

#### **New digital business and lifestyle channel on 19.2 degrees East / em24 to be broadcast free-to-air from Luxembourg**

Betzdorf (Luxembourg), 14 November 2008 – SES ASTRA, an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG), today announced that em24, a digital business- and lifestyle channel, will start broadcasting on the ASTRA satellite system. As of today, the new channel will broadcast its German language programme free-to-air from ASTRA's 19.2 degrees East orbital position.

em24 is operated by Luxembourg-based EuproMedia. The programme, a mix of information, educational programmes and entertainment, will also be made available via live streaming on the internet. "We combine the large coverage of satellite TV with the high potential of internet reach", Prof. Dr. André Reuter, Managing Partner of EuproMedia, said.

Alexander Oudendijk, Chief Commercial Officer of SES ASTRA, said: "We are very proud that EuproMedia has chosen ASTRA for the transmission of its new programmes, and we look forward to adding another channel to our impressive channel line-up on 19.2 degrees East. The launch of em24 shows that Luxembourg remains an attractive location for media and broadcasters."

#### **Transmission details:**

ASTRA 1G – 19.2 degrees East

Transponder: 1,108

Frequenzy: 12.552 GHz

Polarisation: vertical

SR 22.000

FEC 5/6

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#### **About SES ASTRA**

[www.ses-astra.com](http://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 2,433 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 55 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 39 satellites in 26 orbital positions around the globe. Additional information on SES is available at: [www.ses.com](http://www.ses.com)