

## PRESS RELEASE

### **STEVE MAINE APPOINTED BY SES ASTRA AND EUTELSAT AS CEO OF JOINT VENTURE FOR MOBILE SATELLITE SERVICES**

Betzdorf (Luxembourg) and Paris, 21 February 2008. - SES ASTRA (an SES company, Euronext Paris and Luxembourg Stock Exchange: SESG) and Eutelsat Communications (Euronext Paris: ETL) today announced the appointment, with immediate effect, of Steve Maine as CEO of their jointly-owned venture offering Mobile Satellite Services (MSS) in S-Band. The Joint Venture, known under the name "Solaris", will commercialize the first satellite infrastructure in Europe for broadcasting video, radio and data to mobile devices and vehicle receivers as well as a range of interactive mobile services. Eutelsat's W2A satellite carrying the S-Band payload is under construction since October 2006 and is scheduled for launch at the very beginning of 2009.

As a seasoned executive in international telecommunications, broadcasting and new media, Steve Maine brings industry-leading experience into the S-band initiative driven by Europe's two leading satellite infrastructure operators. His professional achievements include the expansion of Kingston Communications from a local UK telephone company into a major player in voice, data, television and Internet services. Steve began his career at British Telecom (BT) where his posts included Director of Visual and Broadcast Services, which pioneered a strong and lasting satellite broadcasting business across Europe. He has also served on the board of Scottish Media Group, Scotland's main television and radio broadcaster.

Commenting on his appointment, Steve Maine said: "We are standing on the verge of a whole new market for Mobile Satellite Services and I believe that no two companies are better-placed than SES ASTRA and Eutelsat to contribute their industry-leading knowledge and experience towards a new set of mobile applications of real value to consumers across Europe. I am convinced that this is the most innovative opportunity in Europe's telecommunications and media marketplaces and I am very excited by the prospects for opening a new chapter in satellite communications in Europe."

"We are extremely pleased that Steve will be heading one of our major strategic satellite infrastructure initiatives," said Ferdinand Kayser, President and CEO of SES ASTRA. "With the Solaris project, we expand into the next generation of satellite-based businesses and enter the sector of mobile services. Solaris will offer significant advantages to network operators, broadcasters and providers of interactive services."

"Steve has already made a real impact on satellite broadcasting and telecommunications markets in Europe," said Giuliano Berretta, Eutelsat Communications CEO. "He has a strong vision of the enormous potential of the S-band for Mobile Satellite Services, both for broadcasting and for interactive services,

and is well-placed to take our new venture to market as we head towards countdown to launch at the beginning of 2009 of our innovative S-Band payload."

The "Solaris" S-band satellite infrastructure will enable the deployment of a fully-fledged TV experience on mobile devices, anytime, anywhere. For the first time in Europe a set of frequencies are being set aside both for terrestrial and satellite services. These S-Band frequencies sit alongside the UMTS frequencies already in use across Europe for 3G terrestrial services, facilitating the inclusion in mobile handsets of these new mobile services. Handsets equipped with the first DVB-SH chipsets were successfully demonstrated last week at the 3GSM conference in Barcelona in a demonstration of live mobile TV in the S-Band. The "Solaris" satellite infrastructure will also enable a wide range of interactive services for commercial and public service applications.

For more information, please contact:

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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, delivering services to more than 109 million DTH and cable households. The satellite fleet currently comprises 12 ASTRA and three SIRIUS satellites. The combined satellite system 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 30 High Definition (HD) channels available via their satellites today, ASTRA and SIRIUS are also 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 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](http://www.ses.com)

### **About Eutelsat Communications**

Eutelsat Communications (Euronext Paris: ETL, ISIN code: FR0010221234) is the holding company of Eutelsat S.A.. With capacity commercialised on 24 satellites that provide coverage over the entire European continent, as well as the Middle East, Africa, India and significant parts of Asia and the Americas, Eutelsat is one of the world's three leading satellite operators in terms of revenues. At 31 December 2007, Eutelsat's satellites were broadcasting almost 3,000 television channels and 1,100 radio stations. More than 1,100 channels broadcast via its HOT BIRD™ video neighbourhood at 13 degrees East which serves over 120 million cable and satellite homes in Europe, the Middle East and North Africa. The Group's satellites also serve a wide range of fixed and mobile telecommunications services, TV contribution markets, corporate networks, and broadband markets for Internet Service Providers and for transport, maritime and in-flight markets. Eutelsat's broadband subsidiary, Skylogic, markets and operates services through teleports in France and Italy that serve enterprises, local communities, government agencies and aid organisations in Europe, Africa, Asia and the Americas. Headquartered in Paris, Eutelsat and its subsidiaries employ 538 commercial, technical and operational experts from 27 countries. [www.eutelsat.com](http://www.eutelsat.com)