

## PRESS RELEASE

### **CANAL DIGITAAL TO LAUNCH NEW HD CHANNELS ON ASTRA 23.5 DEGREES EAST**

Luxembourg 14 September 2009 – SES ASTRA, an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG), today announced that it has signed a long term contract extension for one transponder with the Dutch satellite TV provider Canal Digitaal for its digital services and the launch of new HD channels at ASTRA's orbital position 23.5 degrees East. Canal Digitaal thus increases its already large HDTV offering for the Dutch and Flemish Direct-to-Home (DTH) market.

Canal Digitaal has a total of six transponders on the ASTRA Satellite System providing services to over 900,000 DTH subscribers in the Dutch and Flemish market: four transponders on 19.2 degrees East and two transponders on 23.5 degrees East, which are being used for the existing and future HD channels.

Since the introduction of 23.5 degrees East in 2007 as a new DTH position for the Benelux market, almost 50 percent of DTH households in the Netherlands and Belgium are able to receive services via 23.5 degrees East in combination with the existing 19.2 degrees East position. For this purpose, a so-called ASTRA Duo LNB was developed, allowing the reception from both orbital positions via a single 60 cm dish.

Kees Färber, Chief Technical Officer of Canal Digitaal, says: "With this deal we underline our commitment to the Dutch and Flemish markets, while it allows us to accommodate further HDTV growth for these markets."

"We are very pleased to extend this agreement with Canal Digitaal," comments Alexander Oudendijk, Chief Commercial Officer of SES ASTRA. "It confirms that HDTV is of critical importance for TV viewers and that the 23.5 degrees East position meets the growing demand for HD services in the Dutch speaking markets."

For more information please contact:

Markus Payer  
SES ASTRA  
+ 352 710 725 500  
[markus.payer@ses-astra.com](mailto:markus.payer@ses-astra.com)

Martijn van Hout  
Canal Digitaal  
+ 31 653 776 403  
[martijn.vanhout@canaldigitaal.nl](mailto:martijn.vanhout@canaldigitaal.nl)

#### **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 13 ASTRA and two SIRIUS satellites. The combined satellite system delivers services to more than 122 million DTH and cable households and transmits more than 2,500 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 more than 80 High Definition (HD) channels 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 wholly owns SES ASTRA and SES WORLD SKIES, 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 40 satellites in 26 orbital locations. For further information: [www.ses.com](http://www.ses.com).

**About Canal Digitaal**

For more than 10 years Canal Digitaal is offering digital television and radio services to its Dutch customers. Through the ASTRA Satellite System, Canal Digitaal provides access to all Dutch public and commercial broadcasters, premium sports and movie services, thematic channels and of course the wide range of free-to-air channels in various languages. [www.canaldigitaal.nl](http://www.canaldigitaal.nl)