

## PRESS RELEASE

### **SES WORLD SKIES COMPLETES INTEGRATION OF WORLDWIDE OCCASIONAL USE PLATFORM**

Global Always On system provides real-time bandwidth inventory access and booking online

State-of-the-art OU solution features ScheduAll bookings management system

AMSTERDAM, NETHERLANDS – September 10, 2009 – Leveraging the strengths of its world class occasional use (OU) unit, SES WORLD SKIES, a division of SES S.A. (Euronext Paris and Luxembourg Stock Exchanges: SESG), today announced at the IBC Conference and Exhibition the completed integration of its Global Always On satellite capacity access and booking system.

The single OU platform offers easy-to-use and intuitive satellite capacity scheduling tools and processes designed to help a broad range of customers, including broadcasters, event organizers and government agencies, meet demand for global breaking news, communications and live special event coverage.

The state-of-the-art solution features ScheduAll's transmission management and optimization software and is backed by the experienced SES WORLD SKIES OU team. SES WORLD SKIES has delivered everything from world class sporting events such as the Olympics, World Cup, Formula One and NASCAR Racing to mission critical government connectivity anywhere and anytime it's needed.

With a worldwide teleport network, the SES WORLD SKIES occasional use platform provides the reliable, one source global coverage required for leading international events, broadcasts, and communications networks.

"The fully integrated Global Always On occasional platform puts everything within reach for customers around the world," said Samantha McCloskey, Vice President of Special Events and Occasional Use Services at SES WORLD SKIES, noting her Hague-based team is already focused on the distribution of the 2010 World Cup and Winter Olympics following recent successes involving BBC and NBC broadcasts of the Summer Olympic Games in Beijing, global maritime applications, and two-way connectivity in Afghanistan for government agencies around the world. "The one-stop solution provides easy online access to satellite bandwidth inventory, which offers customers real-time views into capacity and connectivity."

"The integration of our Global Always On occasional system represents a true win-win for broadcasters, special events organizers, government agencies and corporations of every size," said Kelly Heflin, Senior Director of Broadcast Occasional Use Services at SES WORLD SKIES, whose Princeton-based team is supporting major networks and their breaking news coverage, as well as major event distribution, including the upcoming 2010 Super Bowl and pivotal elections across the U.S. The North American OU team enabled extensive coverage of the 2008 Presidential election. "We are leveraging both our technologies and our vast knowledge-base across our global occasional team to benefit broadcasters and other occasional use customers like no one else in the business."

Two toll-free phone numbers have been set up to provide convenient access to the integrated SES WORLD SKIES OU team from anywhere in the world. Customers throughout the

Americas can call 1-800-732-3273. Customers throughout the rest of the world, call 1-888-677-1001.

**About SES WORLD SKIES**

SES WORLD SKIES is the new global division of SES, created through the combination of the former SES NEW SKIES and SES AMERICOM. The company operates a fleet of 25 satellites – part of the 40 spacecraft of the SES group - delivering services as diverse as television distribution and broadcast, internet access, data transmission and business and government communications to customers worldwide. SES WORLD SKIES' unique customer-focused approach allows it to offer the best satellite solution for a host of business and government requirements, with a view toward helping customers meet their short-term challenges and realize their longer-term goals. The company comprises a world-class team of customer care and technical professionals located in Princeton, The Hague, Washington D.C., Singapore, Beijing, London, Sao Paulo, Mexico City, Sydney, Accra and Johannesburg. Visit [www.ses.com](http://www.ses.com) for more information.

**About SES**

SES (Euronext Paris and Luxembourg Stock Exchange: SESG) wholly owns the market-leading satellite operators 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)

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