

## PRESS RELEASE

### HD CHANNELS ON ASTRA INCREASE BY 30 PERCENT IN THREE MONTHS

#### 55 HD channels now on ASTRA

Betzdorf (Luxembourg), 20 October 2008 – SES ASTRA, an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG), today announced that the number of High Definition (HD) channels broadcast via the ASTRA Satellite System has increased significantly in the last three months. At the beginning of October 2008, the number of HD channels reached 55 – representing an increase of 13 channels or 30 percent since August. The SES group, including SES ASTRA, SES AMERICOM and SES NEW SKIES, today transmits a total of 137 HD channels.

With 55 HD channels broadcast from its main orbital positions, ASTRA represents the most important HDTV platform in Europe, including HD channels from Europe's leading pay-TV bouquets such as Sky for the UK; CanalSat for France; Premiere for Germany; Digital+ for Spain; Viasat for Denmark, Sweden, Norway and Finland; Canal Digitaal for the Netherlands; TV Vlaanderen for Belgium; and SKYLink for the Czech and Slovak Republics. ASTRA also features HD channels from Europe's biggest public broadcasters such as the BBC for the UK, ARTE for Germany, ORF for Austria and TVP for Poland.

Alexander Oudendijk, Chief Commercial Officer of SES ASTRA, said: "The rapid growth in the number of HD channels clearly shows that HDTV is taking off in Europe. With the new channels we further improve the impressive HD channel line-up and build a very attractive HD neighbourhood on our main orbital positions. The growing number of leading broadcasters choosing ASTRA proves that we have become the primary platform for premium HD content in Europe."

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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)

