

PRESS RELEASE

SES ASTRA TO OFFER EXTENSIVE HIGH DEFINITION COVERAGE OF THE BEIJING 2008 OLYMPIC GAMES

**12 channels on ASTRA to broadcast the Olympic Games in High Definition / Coverage
in all major European markets**

Betzdorf (Luxembourg), 18 August 2008. – SES ASTRA, an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG), today announced that it offers intensive High Definition (HD) broadcast of the Beijing 2008 Olympic Games through 12 free- and pay TV channels covering all major European markets. With 42 HD channels concentrated on its main orbital positions, SES ASTRA represents the most important HD platform for Europe's leading broadcasters. Today more than one million households already receive HDTV via the ASTRA satellite system.

The channels broadcasting the Olympics in HD include for the UK, BBC HD, for France, France 2 HD and CANAL+ HD, for Germany, ANIXE HD, for Poland, TVP HD, for the Slovak Republic, STV3, for the Netherlands, 1 HD, for Belgium één HD, for Spain, TELEDEPORTE HD, for Sweden, Viasat HD and SVT HD and for Austria, ORF HD.

Alexander Oudendijk, Chief Commercial Officer of SES ASTRA said: "We are delighted about the extensive HD coverage of the Beijing 2008 Olympic Games, the world's most compelling sporting event. The growing number of broadcasters covering the Olympics in HD and choosing our satellite system shows that HDTV is taking off in Europe and satellite is the infrastructure of choice for HD transmissions. The coverage of the Olympics in HD will significantly increase the viewer's experience of the Olympics and help us to further promote HD across Europe."

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About SES ASTRA

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 2,295 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 42 High Definition (HD) channels available via its satellites today, ASTRA and SIRIUS represent 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, 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 38 satellites in 25 orbital positions around the globe. Additional information on SES is available at: www.ses.com