

## PRESS RELEASE

### **PUBLIC POLISH TELEVISION TVP LAUNCHES FREE-TO-AIR PLATFORM ON ASTRA**

Luxembourg, 15 September 2009. – SES ASTRA, an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG), announced today that the public Polish television Telewizja Polska SA (TVP) will launch a free-to-air platform on ASTRA. TVP has therefore extended its satellite capacity contracts for the use of two transponders at ASTRA's main orbital position 19.2 degrees East. TVP has been using this capacity since 2005. TVP is the largest public TV broadcaster in Central and Eastern Europe.

Based on the new contract, TVP will use a spot beam which is available on ASTRA 1KR. This will allow TVP to broadcast all its Polish free-to-air channels in an unencrypted form to the Polish market. The TVP offer on ASTRA will comprise the entire TVP package including TVP 1, TVP 2, TVP INFO, TVP POLONIA, TVP KULTURA, TVP SPORT, TVP HISTORIA and TVP HD. TVP also considers an option for additional pay-TV programmes.

Piotr Farfal, president of Telewizja Polska, said: "The agreement with SES ASTRA will enable millions of Polish customers to access all public Polish television channels with the highest digital quality. This contract is a milestone in the Polish digitalisation."

Alexander Oudendijk, Chief Commercial Officer of SES ASTRA, says: "We are more than pleased to extend this contract with a strong partner such as TVP. The new agreement underlines his commitment to SES ASTRA and allows us to continue to develop our strategic position in Poland as the largest market in Eastern 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 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).