

PRESS RELEASE

SKY DEUTSCHLAND INCREASES HD CAPACITY ON ASTRA

Contract signed for three additional transponders on 19.2 degrees East

Luxembourg, 29 October 2009 – SES ASTRA, an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG), announced today that the German TV entertainment platform Sky Deutschland has contracted three additional transponders on ASTRA's prime orbital position 19.2 degrees East. Sky Deutschland will use the additional capacity primarily to offer more HD channels. The first of the three transponders will be brought into use in mid-2010. The other two transponders will follow in mid-2011 and mid-2012. Including the newly contracted capacity, Sky Deutschland will use a total of 10 ASTRA transponders. Sky Deutschland today broadcasts seven HD channels in the German-speaking market.

Alexander Oudendijk, Chief Commercial Officer of SES ASTRA, said: "The agreement proves that the roll-out of HD in Germany is gaining further momentum and that SES ASTRA continues to play an important role as a partner for broadcasters. With nearly 90 HD channels on our satellite fleet across Europe, ASTRA today represents the most important distribution platform for HD content from leading broadcasters. Our innovative activities in HD, and the recent transponder contracts with Sky Deutschland, will help to further drive digitalization and show that our strategy to convert analogue into digital capacity through HD is bearing fruit."

Hans-Jürgen Croissant, Senior Vice President Communications of Sky Deutschland, said: "With currently seven HD channels, Sky already has the most comprehensive HD service in the German-speaking market. With this commitment to lease three additional transponders, Sky Deutschland underlines its intention to continue to expand its HD service, not only with the most compelling live sport and the latest movie releases, but also with an expanding range of HD channels, starting with an additional four channels in mid-2010."

For more information please contact:

Markus Payer
SES ASTRA
+ 352 710 725 500
markus.payer@ses-astra.com

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 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 nearly 90 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.