

## PRESS RELEASE

### **MEDIASCAPE LAUNCHES SIGNAL HD ON SES WORLD SKIES' NSS-11 SATELLITE**

#### **Eight HD channels to complement existing DTH offer**

The Hague, November 3, 2009 - SES WORLD SKIES, a division of global satellite operator SES S.A. (Euronext Paris and Luxembourg Stock Exchange: SESG) announced today at the CASBAA Convention in Hong Kong that it has concluded a new multi-year agreement with MediaScape, Inc to provide an additional transponder of capacity on the NSS-11 satellite at the orbital location of 108.2 degrees East. This will increase MediaScape's transponder utilization on NSS-11 from two to three, and the company will use the additional satellite capacity to distribute high definition television channels to households in the Philippines.

MediaScape's Cignal TV direct-to-home offer was launched on NSS-11 in 2008 and now comprises 8 HD channels and 21 standard definition channels in its programme line-up. Mediascape's Cignal HD bundle consists of top-rating popular channels addressing various interests of the market. In full HD are HBO HD, Star Sports, National Geographic and History HD. The offer also comprises four channels digitally enhanced to 1080i: ESPN, Star Sports, Playhouse Disney and Sony Entertainment.

States Benjamin Fernandez, Managing Director of MediaScape: "The NSS-11 satellite provides powerful and comprehensive coverage of our target market in the Philippines, allowing for reliable, high quality satellite TV distribution to some 14 million TV households. The addition of eight high definition channels to the line-up of Cignal HD offers viewers in the Philippines a new TV standard that brightens up every television in households across the country. Cignal HD will offer a wide variety of programs to cover sports, lifestyle, kids, history and movies.

Elias Zaccack, Vice President of Sales, Asia-Pacific at SES WORLD SKIES, concurs: "With the addition of HDTV channels, NSS-11 further establishes itself as a leading video neighborhood over one of its key target markets, the Philippines. The NSS-11 satellite also provides optimized access to Taiwan, Hong Kong and Korea. Currently, the satellite carries over 160 channels in English, Mandarin, Cantonese, Tagalog and Korean."

#### **About NSS-11**

From the orbital position of 108.2° East, NSS-11 provides Ku-band coverage of two of the world's fastest growing markets – China and India – along with Japan, the Philippines, Central and South Asia, and parts of the Middle East. The spacecraft enables a full range of media and data applications, from direct-to-home television broadcasting to government communications and VSAT networks. NSS-11 serves the largest community of enterprise VSATs which is estimated to be 70,000 terminals across India. NSS-11 is home to over 160 Mandarin, Cantonese, Tagalog, English, and Korean language TV channels, three DTH platforms and a cable package serving Taiwan, Hong Kong and the Philippines.

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**About MediaScape, Inc**

MediaScape, Inc. a wholly-owned subsidiary of Mediaquest Holdings, Inc., is licensed to offer a direct-to-home (DTH) service in the Philippines and is also currently providing, on a trial basis, a DVBH mobile TV service in partnership with Smart Communications, Inc. Mediaquest, its parent company, is a wholly owned subsidiary of the PLDT Beneficial Trust Fund, which holds various interests in media companies in the Philippines.

**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 currently has five additional satellites under construction. The company's unique customer-focused approach allows it to offer the best satellite solutions 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. SES WORLD SKIES comprises a world-class team of customer care and technical professionals located in Princeton (NJ), 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 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)