

## PRESS RELEASE

### ALLDEAN MOVES TO SES WORLD SKIES

NSS-12 satellite tailored to meet big demand for connectivity, content across East Africa

The Hague, April 14, 2010 – Delivering on its global fleet strategy, SES WORLD SKIES, a division of SES S.A. (Euronext Paris and Luxembourg Stock Exchange: SESG), today announced Alldean Satellite Networks (K) LTD has signed a multiyear satellite capacity agreement aimed at providing advanced communications solutions to metropolitan and remote businesses across East Africa.

A leading enterprise services provider based in Nairobi, Kenya, Alldean has secured a full Ku-band transponder (54 megahertz) aboard SES WORLD SKIES' new NSS-12 satellite. Alldean will utilize the payload to support the connectivity and content delivery needs of Pan-African banks, NGOs, telecom companies, retailers, network operators, broadcasters and other organizations serving Kenya and the region. The deal represents Alldean's strategic move from its previous satellite platform to NSS-12, one of the largest, most powerful satellites in the world and the latest addition to the global fleet operated by SES WORLD SKIES.

"Alldean now has the tailored, extensive satellite coverage we must have to meet the specific demands of businesses and broadcasters throughout Kenya and the East African region," said Shay Ohaion, Alldean CEO. "SES WORLD SKIES and NSS-12 offer the reach and reliability in the right place at the right time, as African businesses require unprecedented levels of quality connectivity regardless of their location," Ohaion added, noting additional deals between the two companies are in the works.

"Alldean is playing a vital role in the emergence of East African business markets, as it delivers everything from broadband and voice-over-IP to videoconferencing and broadcast-quality content across the region," said Nicolas Baravalle, Regional Vice President of SES WORLD SKIES. "SES WORLD SKIES' global fleet strategy is always focused on putting capacity where it's needed most. We're honored that Alldean has selected the people and technologies of SES WORLD SKIES to help enable the new wave of growth across Africa."

#### **About NSS-12**

NSS-12 is one of the largest and most powerful communications satellites in the world, featuring 88 C- and Ku-band transponders in 36 MHz equivalent units. From the premier orbital slot 57° East, NSS-12 covers an area stretching from Europe, the Middle East, Central Asia and Africa, all the way to the Indian Ocean Region and Northwestern Australia.

NSS-12 delivers DTH power and performance through four regional Ku-band spot beams. NSS-12's coverage of East Africa will complement Ku-band services currently available at 338° East, allowing customers to introduce new services and expand into new markets.

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#### **About SES WORLD SKIES**

SES WORLD SKIES is the new 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 41 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: SESE) wholly owns the market-leading satellite operators SES ASTRA and SES WORLD SKIES as well as participations in Ciel in Canada, QuetzSat in Mexico and satellite infrastructure start-up O3b Networks. SES provides outstanding satellite communications solutions via a global fleet of 41 satellites in 26 orbital locations. For further information: [www.ses.com](http://www.ses.com)