

PRESS RELEASE

SES WORLD SKIES ADVANCES IN HD WITH HSN

HSN HD ramps up quickly on HD-PRIME, already in 13 million U.S. households

PRINCETON, NJ – April 12, 2010 – Advancing its lead in HD delivery and innovation, SES WORLD SKIES, a division of SES S.A. (Euronext Paris and Luxembourg Stock Exchange: SESG), today announced the rapid uptake of HSN HD on its HD-PRIME distribution platform and the delivery of 100 HD channels over its satellites. The delivery of HSN HD taps a half transponder on the AMC-10 satellite, one of five spacecraft supporting the HD-PRIME neighborhood.

SES WORLD SKIES delivered the first HD channels on leading broadcast networks more than a decade ago. The satellite innovator is also integrally involved in the advancement of 3D TV, working with television set manufacturers and a contingent of breakthrough 3D content creators, and most recently initiating a 3D TV test platform.

“HSN HD has been extremely well received right out of the gate. Our high-def storefront is already in more than 13 million households across the U.S. and growing fast,” said Michelle Wilkins, Vice President of Broadcast Engineering, HSN. “HSN created TV shopping more than 30 years ago and we continue to innovate and raise the bar with on-screen advancements like HD,” Wilkins added. “SES WORLD SKIES is clearly the global HD leader. We depend on the expertise of its people and the security of its distribution network to ensure a worldclass shopping experience for our viewers.”

SES WORLD SKIES leads the way with extensive MPEG-4 distribution experience and advanced 3D TV delivery under its belt. The innovative satellite provider operates HD-PRIME, the go-to HDTV platform across North America. The HD-PRIME neighborhood now carries 100 HD channels, including Food Network HD, Showtime HD, HSN HD and the heart of MTV Networks' HD lineup.

“From the first HD channel launch more than a decade ago to the delivery of HSN HD today, SES WORLD SKIES continues to lead the way in HD innovation and distribution,” said Bryan McGuirk, Senior Vice President of Media Services for SES WORLD SKIES. “When including our sister company SES ASTRA, SES is the satellite HD distribution leader with 214 HD channels currently transmitted.”

About HD-PRIME

SES WORLD SKIES, the first satellite company to deliver HD channels, operates America's leading HD platform in HD-PRIME. The HDTV distribution platform of choice among top networks and programmers operates over five satellites, AMC-10, AMC-11, AMC-18, AMC-1 and AMC-4, and covers the entire U.S., including Alaska and Hawaii, with the most reliable, flexible, advanced HD services in the industry.

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About HSN

HSN is an interactive lifestyle network and retail destination, offering an assortment of exclusive products combined with top brand names. HSN incorporates experts, entertainment, inspiration, solutions, tips and ideas to provide an entirely unique shopping experience for its customers. HSN is available across all media including its TV network and online shopping destination hsn.com, which ranks in the top 30 of the top 500 Internet retailers. HSN, the original home shopping network, is an operating segment of HSN, Inc. (Nasdaq:HSNI).

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 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, and participations in Ciel in Canada, QuetzSat in Mexico as well as a strategic participation in 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