



PRESS RELEASE

SES ASTRA AND SAMSUNG TO PROMOTE 3D TV

Luxembourg, 28 April 2010. SES ASTRA, an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG) and Samsung Electronics, announced today that they will jointly promote 3D television to the market. Under the terms of the agreement, Samsung will support SES ASTRA with 3D television content for its new 3D demo channel to be launched on 4 May 2010. The demo channel will be broadcast free-to-air via ASTRA's orbital position 23.5 degrees East, and is intended to help retailers promote 3D television to end-consumers at the point of sale.

Ferdinand Kayser, President and CEO of SES ASTRA, said: "The new ASTRA 3D demo channel demonstrates the huge advantages of satellite for the transmission of high quality 3D TV signals, and the leading role of SES ASTRA in driving innovations in broadcasting technology. We are proud to partner with Samsung, and we are confident that 3D television will become the next driver for the home entertainment market."

SH Shin, President and CEO of Samsung Electronics Europe, added: "As the first manufacturer to bring 3D television to the consumer market, Samsung is at the forefront of 3D innovation. By partnering with SES ASTRA, Samsung will be the first manufacturer to demonstrate live streamed 3D content through this free promotional channel, and can showcase the full capability of its innovation in 3D technology. The content we provide to ASTRA's 3D channel will help consumers to realise the true potential of the 3D television experience."

The launch of ASTRA's 3D channel will take place on 4 May at the ANGA Cable trade show in Cologne, Germany. The transmission details for the channel will be communicated shortly.

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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 15 satellites. The ASTRA satellite system delivers services to more than 125 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 120 High Definition (HD) channels on its main orbital positions, ASTRA represents the most important HDTV platform for Europe's leading broadcasters. The prime orbital positions for ASTRA are 19.2° East, 28.2° East, 23.5° East, 5° East and 31.5° East.

About SES

SES (Euronext Paris and Luxembourg Stock Exchange: SESG) 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

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2009 consolidated sales of US\$116.8 billion. Employing approximately 188,000 people in 185 offices across 65 countries, the company consists of eight independently operated business units: Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, Digital Imaging, Semiconductor and LCD. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. For more information, please visit www.samsung.com.