

PRESS RELEASE

SES ASTRA COOPERATES WITH SOGECABLE ON HD IN SPAIN

Luxembourg, 28. July 2010 - SES ASTRA, an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG), announced today that it further intensifies its cooperation with the Spanish pay-TV operator Sogecable and supports the development of its High Definition (HD) direct-to-home (DTH) offer. As part of the cooperation, SES ASTRA provides Sogecable two additional satellite transponders in 2010 at its prime orbital position 19.2 degrees East.

Sogecable is a long-standing ASTRA customer, broadcasting from 19.2 degrees East since its launch in 1993. It operates under the pay-TV brand Digital+ which has 1.8 million subscribers. SES ASTRA reaches 1.9 million free- and pay-TV households in Spain.

SES ASTRA is the leading HD platform in Europe, with 135 HD channels and around six million HD viewers on its satellite fleet. The Luxembourg-based company is operating in the main European TV markets with major customers, also managing the HD+ platform for commercial HD broadcasting in Germany.

Ferdinand Kayser, President and CEO of SES ASTRA, said: "We are very pleased to further intensify our relationship with Sogecable and support its HD developments. Our major activities in HD underline our role as a leading HD platform and technical service provider across all our major European markets."

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 16 satellites. The ASTRA satellite system delivers services to more than 125 million DTH and cable households and transmits more than 2,600 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 130 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 44 satellites. For further information: www.ses.com.