

PRESS RELEASE

SES ASTRA AND DANCE TV HD SIGN CAPACITY AGREEMENT FOR CONTRIBUTION ACROSS EUROPE

Luxembourg, 8 July 2010 – SES ASTRA, an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG), announced today that it has signed an agreement with Netherlands-based Dance TV HD for the delivery of its programme to HD bouquets throughout Europe. Under the terms of the agreement, SES ASTRA will provide capacity on its 23.5 degrees East orbital position and deliver uplink services from its playout centre in Munich, Germany.

The agreement with SES ASTRA will allow Dance TV HD to deliver its programme to various HD bouquets throughout Europe. It will thereby benefit from the enlarged footprint of SES ASTRA's newly launched satellite, ASTRA 3B, that offers coverage from Spain to the Black Sea.

Dance TV HD is a full HD lifestyle channel focusing on the international dance scene. The programming includes international party reports, DJ concerts, festivals and events. The channel has started broadcasting a trailer programme yesterday with the full programme scheduled to go live later this summer.

Norbert Hölzle, Chief Commercial Officer of SES ASTRA, said: "We are delighted that Dance TV HD has chosen ASTRA for the delivery of its signal and welcome this new customer on board. Dance TV HD provides a unique programme format and is thereby a very attractive extension of our already large HDTV line-up. The agreement with Dance TV HD further strengthens our 23.5 degrees East orbital position as the fastest growing hot-spot for Direct-To-Home and Direct-to-Cable distribution throughout Europe."

Jeffrey de Veer, CEO of Dance TV HD, states: "We are very pleased to have signed this agreement with SES ASTRA which will allow us to grow and extend our programme to all markets in Europe. The high quality of service, the excellent coverage and the dedicated marketing support were crucial for our decision to sign with SES ASTRA. We look forward to a successful cooperation and to the launch of our programme in many European markets."

Dance TV HD can be received via SES ASTRA's orbital position 23.5 degrees East, frequency: 12.032 GHz, symbol rate: 27500, FEC: 9/10.

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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 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

For more information about Dance TV HD please visit: www.dancetvhd.com