

## PRESS RELEASE

### **SES ASTRA SIGNS DISTRIBUTION AGREEMENT FOR ASTRA2CONNECT IN ALBANIA**

#### **Starsat equips Albanian schools with satellite-based broadband connection**

Luxembourg, 9 August 2010. – SES ASTRA, an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG), announced today that it has closed a distribution agreement with Starsat to market its satellite broadband access *ASTRA2Connect* in Albania. Starsat has been serving customers with satellite-based broadband and data solutions since 2003. It has added *ASTRA2Connect* to its portfolio of services to offer its customers a reliable satellite broadband solution at competitive prices.

Starsat is also part of an initiative of the Albanian government which intends to equip Albanian schools with a broadband connection. The company will use *ASTRA2Connect* to install a satellite broadband connection for close to 600 schools in the rural areas of Albania. The project is realized by the Albanian Ministry of Education and financed by the Albanian government and the World Bank.

“The additional agreement shows that the acceptance of satellite broadband is constantly increasing,” said Patrick Biewer, Vice President Technology of ASTRA Broadband Services, SES ASTRA’s broadband subsidiary. “We today offer *ASTRA2Connect* in 20 European countries and large parts of Central, Eastern and Western Africa as well as in the Middle East. The school project in Albania is a further example of how *ASTRA2Connect* can deliver broadband connections to remote locations and facilitate modern teaching. ”

“We are very proud to market *ASTRA2Connect* to our customers in the rural regions of Albania,” said Dritan Vreshta, General Manager at Starsat. “SES ASTRA’s innovative solution has an impressively high performance and reliability. By including further features such as VoIP to the system, *ASTRA2Connect* offers the best value with the right combination of price and quality.”

With more than 60,000 customers *ASTRA2Connect* is the largest satellite-based broadband network in Europe. Offering always-on and interactive broadband internet access for flat service fees, *ASTRA2Connect* is immediately available anywhere within the footprint of the satellite. *ASTRA2Connect* is marketed via wholesalers and internet service providers to the residential, industrial and maritime markets.

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#### **About SES ASTRA**

[www.ses-astra.com](http://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 140 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](http://www.ses.com)

**About Starsat**

Starsat International sh.p.k. is a satellite services provider and has been offering satellite-based broadband and data services to customers in Albania, the Kosovo and Macedonia since 2003. With extensive experience in all kinds of satellite systems and a wide range of service providers, Starsat will always find the right solution for each of its customers' requirements. [www.starsat-international.net](http://www.starsat-international.net)