

PRESS RELEASE

iN DEMAND AND SES WORLD SKIES RENEW VIDEO ON DEMAND AND PAY-PER-VIEW PACT

Innovative programmer relies on advanced HD-PRIME satellites for content delivery

Princeton, NJ – August 11, 2010 – SES WORLD SKIES, a division of SES S.A. (Euronext Paris and Luxembourg Stock Exchange: SESG), today announced that iN DEMAND has renewed a long-term capacity deal, tapping two satellites to deliver much of its Video On Demand, Pay-Per-View and HD content to cable systems across North America.

As part of the renewal agreement, iN DEMAND will continue to utilize two transponders aboard SES WORLD SKIES' AMC-1 and AMC-10 satellites to support its innovative transactional platforms featuring sports, movies, events and entertainment programming. In all, iN DEMAND relies on five transponders and three of SES WORLD SKIES' HD-PRIME satellites (AMC-1, AMC-10, AMC-11) to reach more than 52 million households in the U.S., Canada and the Caribbean.

“SES WORLD SKIES' advanced satellites and its HD-PRIME neighborhood have played an important role in the exciting growth of iN DEMAND,” said John Vartanian, Chief Technology Officer for iN DEMAND. “We will continue to depend on the advanced infrastructure of SES WORLD SKIES to extend our reach and meet the evolving needs of our cable affiliates.”

“This latest agreement between iN DEMAND and SES WORLD SKIES represents an important alliance that continues to deliver the very best in sports, movies, events and entertainment to discerning viewers from coast to coast, and we are very pleased with this additional long-term commitment,” said Steve Bunke, Vice President, North America Media Sales for SES WORLD SKIES.

About the HD-PRIME Satellites

SES WORLD SKIES' HD-PRIME is America's leading cable neighborhood for HDTV delivery. The AMC-1, AMC-10, AMC-11, AMC-18 and SES-1 satellites make up the HD-PRIME platform, which is operated by the first satellite company to carry HDTV signals – SES WORLD SKIES. HD-PRIME carries signals for all of the leading HDTV producers, including iN DEMAND, reaching the most HD cable households in the U.S.

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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 27 satellites - part of the 44 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 four 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: SESG) wholly owns the market-leading satellite operators SES ASTRA and SES WORLD SKIES and participations in Ciel in Canada and 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