

## PRESS RELEASE

### **BELGIAN TELECOM PROVIDER MOBISTAR TO RELY ON ASTRA FOR ITS "MOBISTAR TV" OFFER**

#### **Fully integrated hybrid DSL/ DTH solution**

Luxembourg, 21 September 2010 – SES ASTRA, an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG), announced today that the Belgian telecom provider Mobistar has launched a new "Mobistar TV" offer that will include digital and High Definition TV channels received from the ASTRA satellites.

The satellite TV offer, including Flemish national channels and a wide range of European free-to-air channels, will be integrated into a fully-hybrid DSL/ DTH solution, combining telephone and internet with TV and also including interactive services such as catch-up TV and Video-On-Demand (VOD). Moreover, consumers will be able to operate an integrated Personal Video Recorder (PVR) remotely by a mobile phone device.

"This innovative proposition combines the best of two worlds and will allow Mobistar to become a fully-fledged `quintuple play` provider in the Belgian residential market," said Benoit Scheen, CEO of Mobistar. "Mobistar TV allows us to provide optimal flexibility and choice to Belgian consumers and will be offered throughout the whole country via 160 dedicated Mobistar stores and the online shop."

Ferdinand Kayser, President and CEO of SES ASTRA, said: "The combination of DSL and DTH reception brings together two excellent infrastructures, with satellite as the ideal broadcast infrastructure for high quality TV and DSL as the most suitable means for providing interactivity and on-demand services. The launch of Mobistar TV is strong proof of the growing trend towards hybrid solutions. We expect this trend to emerge and increase in many other ASTRA markets soon."

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#### **About SES ASTRA**

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 150 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. For further information: [www.ses-astra.com](http://www.ses-astra.com).

#### **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 Mobistar**

Mobistar (EURONEXT BRUSSELS: MOBB), one of the main players on the Belgian and Luxembourg telecommunications market, is active in mobile and landline telecommunications, ADSL and other markets with high growth potential. The company develops innovative products and services for the residential and professional markets. Mobistar is quoted on the Brussels Stock Exchange and is part of the France Télécom group. For further information: [www.mobistar.be](http://www.mobistar.be)