

## PRESS RELEASE

### CONNECTING WITH THE TROOPS

SSVC taps SES WORLD SKIES to deliver TV/radio lineup to British Forces worldwide

The Hague, September 9<sup>th</sup>, 2010 – Dedicated to keeping armed forces connected, SES WORLD SKIES, a division of SES S.A. (Euronext Paris and Luxembourg Stock Exchange: SESG), today announced that the Services Sound and Vision Corporation (SSVC) has extended agreements to deliver television and radio programming to British troops around the world.

The non-profit organization will utilize two SES WORLD SKIES satellites, 30MHz on NSS-12 and 27MHz on NSS-806, to distribute a popular mix of news, sports and entertainment channels from The British Forces Broadcasting Service (BFBS) to remote military installations. British Forces across Africa and the Atlantic Ocean Region, including forces in The Falkland Islands, Belize and British Navy ships traversing international waters, are well within reach of the SSVC's satellite-delivered content.

"SES WORLD SKIES satellites and expertise enable us to reach Royal Navy, British Army, and Royal Air Force personnel and their families stationed in some of the world's most remote locations with familiar programming from home," explained Simon Shute, Director of BFBS Technology at SSVC. "The unmatched coverage of these strategically placed satellites plays a vital role in our mission to contribute to the effectiveness and morale of British forces and to the overall welfare of their families around the globe."

"Working together with SSVC, SES WORLD SKIES is providing cost-efficient satellite delivery to one of the most compelling and important missions today – keeping troops around the world connected," said Simon Gatty Saunt, Vice President of Sales, Europe and CIS, for SES WORLD SKIES. "We are honored to continue our support of British forces stationed overseas with the reliability and reach of our fleet and SSVC's great lineup of radio and television content."

#### **About NSS-12 and NSS-806 satellites**

Launched in 2009, NSS-12 is one of the largest and most powerful communications satellites in the world. At the orbital location of 57 degrees East, NSS-12 features 88 C- and Ku-band transponders and coverage over Europe, the Middle East, Central and South Asia, Africa, Australia and the Indian Ocean Region. NSS-806, from the orbital slot of 319.5 degrees East, covers North America, Latin America and Western Europe, and hosts a roster of blue-chip customers. The satellite is the cornerstone of cable broadcasting in Latin America.

#### **About SSVC**

The Services Sound and Vision Corporation is a registered charity set up to entertain and inform Britain's Armed Forces worldwide. For more information, visit [www.ssvc.com](http://www.ssvc.com).

#### **About SES WORLD SKIES**

SES WORLD SKIES is the 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](http://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](http://www.ses.com)

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