

## PRESS RELEASE

### **GSAT CONTRACTS ADDITIONAL TRANSPONDER ON SES WORLD SKIES' NSS-11 SATELLITE**

#### **DTH operator targeting the Philippines to add channels and HD to line-up**

The Hague, October 26<sup>th</sup>, 2010 – In a move that further bolsters its orbital position of 108.2 degrees East as one of Asia's leading video neighborhoods, SES WORLD SKIES, a division of SES S.A. (Euronext Paris and Luxembourg Stock Exchange: SESG), today announced that the Philippine's DTH operator GSAT has contracted an additional transponder on the NSS-11 satellite.

GSAT will utilize the additional transmission capacity to add more channels to its DTH (Direct-to-Home) line-up and to introduce HDTV (High Definition Television) services in the Philippines.

GSAT belongs to GBMI (Global Broadcasting and Multimedia Inc.), an Asia-based multinational corporation run by international professional management groups that is notably engaged in satellite wireless transmissions, internet and data applications, as well as 'head end in the sky' services for cable operators. The company launched its GSAT DTH service in 2008 on SES WORLD SKIES' high-power NSS-11 Ku-band satellite.

GBMI's GSAT DTH service currently offers a comprehensive mix of 32 international programs including English, Mandarin, Korean, Tagalog, Japanese and Spanish channels geared to cater to a wide range of viewers.

States Philip Chien, President and CEO of GBMI: "The NSS-11 satellite provides comprehensive and powerful coverage over the Philippines, allowing GSAT to offer highly reliable satellite DTH service to some 14 million TV households. The additional satellite capacity will allow GSAT to offer more TV programs, and enable our existing and new customers to experience HDTV services in the Philippines."

Elias Zaccack, Vice President Sales Asia-Pacific at SES WORLD SKIES, adds: "With the addition of new TV channels to the GSAT satellite DTH bouquet, NSS-11 further establishes itself at the orbital position of 108.2 degrees East further establishes itself as a leading video neighborhood targeting the Philippines. The NSS-11 satellite furthermore provides high-power DTH coverage of Taiwan, Hong Kong, Korea and China."

#### **About NSS-11**

From the orbital position of 108.2° East, NSS-11 provides high-powered Ku-band coverage of China, Korea, Japan, the Philippines, South Asia, and parts of the Middle East. The spacecraft enables a full range of media and data applications, from direct-to-home television broadcasting to government communications and VSAT networks. NSS-11 is currently home to a number of Chinese, Indian and Korean language television channels and pay-TV platforms, and supports an estimated 40,000 VSAT terminals in India.

#### **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 five 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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