

PRESS RELEASE

PAN-EUROPEAN 3D CHANNEL BRAVA3D STARTS ON ASTRA

Luxembourg/ Hilversum (Netherlands), 22 November 2010 – SES ASTRA, an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG), announced today that the Dutch TV channel Brava3D started broadcasting via the ASTRA satellite at 23.5 degrees East. Brava3D is the first pan-European 3D channel providing a mix of classical music, opera and ballet in 3D quality.

The 3DTV market is growing rapidly. According to recent research by Informa Telecoms & Media, 25 million European TV households will have a 3D TV set by 2015.

Bill Wijdeveld, Managing Director of ASTRA Benelux, said: "3DTV literally gives a new dimension to watching television and creates a new layer of premium TV experience, complementing HD. As a 3D pioneer, ASTRA is very pleased with the agreement with Brava3D. With the continuous growth of the 3DTV market there is also a growing demand for high quality 3D programs. The satellite is ideally suited to meet broadcasters' demand for capacity and viewers expectation for highest broadcasting quality."

Jur Bron, CEO of Brava3D, said: "Launching Brava3D is a logical next step following the international success of BravaHD. The ASTRA satellite distribution allows us to provide Brava3D in a cost-effective and high quality manner to TV platforms across Europe. Brava3D offers a unique experience and we are confident that a substantial market lies ahead of us."

Brava3D is broadcasts via ASTRA 3B on ASTRA 23.5 degrees East, 11778.00 MHz, vertical. Transmissions are provisionally free to air. Via ASTRA 23.5 degrees East, the free-to-air ASTRA 3D demo channel can be received via 11720.00 MHz, horizontal.

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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 more than 160 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 degrees East, 28.2 degrees East, 23.5 degrees East, 5 degrees East and 31.5 degrees East. For further information: 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

For more information about Brava3D see www.brava3d.com.