

## PRESS RELEASE

### **TVB PAY VISION, HONG KONG, RENEWS THREE TRANSPONDERS ON SES WORLD SKIES' NSS-11 SATELLITE**

The Hague, March 3<sup>rd</sup>, 2011 – SES WORLD SKIES, a division of SES S.A. (Euronext Paris and Luxembourg Stock Exchange: SESG), announces that TVB Pay Vision Ltd. has renewed the service of three transponders on the NSS-11 satellite with SES WORLD SKIES to provide pay TV services targeting the Hong Kong market.

TVB Pay Vision utilizes the NSS-11 satellite to target the Hong Kong pay TV market via two options: Delivery to SMATV headends in high density estates, for further delivery to individual units using coaxial cable; and Direct-to-Home delivery into standalone dishes. TVB Pay Vision offers local and international channels, including its highly attractive TVB family channels, along with four premium channels. In 2011, TVB Pay Vision plans to upgrade its channel offering to include several HD channels. Furthermore, TVB Pay Vision plans to introduce an MPEG-4, HDTV, hybrid satellite/DTT set-top box that would allow transparent viewing of local digital channels as well as pay-TV channels.

States Mr. Jason Siu, Deputy CEO of TVB Pay Vision: “TVB Pay Vision is committed to providing a high quality pay-TV experience in Hong Kong to viewers looking for quality content and user experience. As of today, we have achieved a subscriber base of 200,000 TV households. We are now ready to expand into the next phase of our growth strategy. SES WORLD SKIES has consistently provided us with high quality service and support and we are pleased to extend our collaboration.”

Elias Zaccack, Vice President, Sales, Asia-Pacific at SES WORLD SKIES, adds: “TVB Pay Vision is an important part of our continuing efforts to develop our dual orbital slots of 95 degrees East and 108.2 degrees East into a high value neighbourhood for Asian TV consumers. Our investment in a second satellite at 108.2 degrees East, namely SES-7, and our recently announced investment in a second satellite at 95 degrees East, namely SES-8, highlight the serious and significant commitment level that SES is making to the Asian market. TVB Pay Vision, like our other customers at those two locations, will benefit from the expanded capacity, increased TVHH neighbourhood, and available redundancy that our fleet provides. ”

#### **About NSS-11/SES-7**

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-, Filipino-, Indian- and Korean-language television channels and pay-TV platforms, and supports an estimated 100,000 VSAT terminals in India. In May 2010, SES purchased the SES-7 satellite, formerly known as ProtoStar-2, and relocated it to 108.2 degrees East to strengthen its video neighbourhood at that location.

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**About TVB Pay Vision Ltd.**

TVB PAY VISION offers Hong Kong viewers over 40 local and international channels, covering genres of general entertainment, news, movies, music, sports and infotainment, and featuring driver channels provided by TVB. TVB PAY VISION is currently transmitted via satellite through existing CABD networks into set-top boxes of individual homes or via DTH to homes without CABD networks. It also transmits its service via broadband networks of PCCW's NOW TV and Hutchison Global Communications Limited.

Website [www.tvbpayvision.com](http://www.tvbpayvision.com).

**About SES WORLD SKIES**

SES WORLD SKIES is the global SES division that operates a fleet of 28 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. 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, 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 please visit [www.ses.com](http://www.ses.com).