

## PRESS RELEASE

### M7 GROUP CONTRACTS FIFTH TRANSPONDER ON ASTRA 23.5 EAST

Luxembourg, 1 March 2011 – SES ASTRA, an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG), announced today that it has signed a long-term agreement with M7 Group for an additional transponder on ASTRA 23.5 East. The capacity will be used for the continued transmission of Dutch regional broadcasters as well as for additional High Definition (HD) services.

The Luxembourg-based M7 Group provides Direct-to-Home-services (DTH) to more than one million homes in the Netherlands, Belgium, Luxembourg and Austria using the brand names CanalDigitaal, TV Vlaanderen, TéléSAT and AustriaSat.

This agreement represents already the fifth ASTRA 23.5 East transponder that M7 Group contracted with SES ASTRA since the introduction of ASTRA 23.5 East in 2007 as new Direct-to-Home hot spot for the Benelux market. In addition, M7 Group operates four transponders at ASTRA 19.2 East.

Thanks to the successful introduction in 2007 of the ASTRA Duo LNB for the simultaneous reception of ASTRA 19.2 East and ASTRA 23.5 East, the vast majority of DTH homes in the Benelux countries is capable of receiving programmes via both ASTRA positions. The launch by M7 Group, since 2007, of an extensive line-up of over 25 HD channels for the Dutch and Flemish markets was another important stimulus for the rapid ASTRA 23.5 East development in the Benelux market.

For more information please contact:

Markus Payer  
SES ASTRA  
+ 352 710 725 500

[markus.payer@ses-astra.com](mailto:markus.payer@ses-astra.com)

Andrei Noppe  
M7 Group  
+352 26096118

[andrei.noppe@m7group.eu](mailto:andrei.noppe@m7group.eu)

#### About SES ASTRA

SES ASTRA is the leading Direct-to-Home (DTH) satellite system in Europe. The satellite fleet currently comprises 16 satellites which deliver services to more than 125 million households and transmit more than 2,600 television and radio channels. SES ASTRA also provides satellite-based multimedia, internet and telecommunication services to enterprises, governments and their agencies. With 190 High Definition (HD) channels, ASTRA is the most important HDTV platform for Europe's leading broadcasters. The orbital positions for SES 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](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 M7 Group

M7 Group SA was established in October 2009 in the Grand-Duchy of Luxembourg and is a Provider of Satellite TV Services for consumers and business customers. M7 operates the following brands: CanalDigitaal in the Netherlands, TV Vlaanderen in Flanders, TéléSAT in French speaking Belgium and AustriaSat in Austria. All brands offer tailor made packages for clients adapted to the local culture and language in these countries. Today M7 has more than 1 million viewers who use a Satellite dish to receive hundreds of Digital National and International TV and Radio Channels. For further information: [www.m7group.eu](http://www.m7group.eu).

