

## PRESS RELEASE

### PENTHOUSE 3D STARTS ON ASTRA

Luxembourg, 28 February 2011 - SES ASTRA, an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG), announced today that Penthouse 3D will start broadcasting via ASTRA 23.5 degrees East (11778.00MHz, vertical) on 1<sup>st</sup> March 2011.

The new channel will broadcast daily from 11 PM until 5 AM CET for delivering its encrypted signal to TV platform operators around Europe. Penthouse 3D is the first worldwide 3D adult channel, broadcasting 100 percent native 3D content. With the start of Penthouse 3D the number of commercial 3D channels distributed via ASTRA totals to six.

Other bouquet operators broadcasting in 3D via ASTRA include BSkyB in the UK, Canal+ in France, Sky in Germany, Viasat 3D in Scandinavia and the Dutch TV channel Brava 3D broadcasting to a pan-European audience. In addition, SES ASTRA has launched a 3D demo channel featuring high quality 3D for the retail market.

Ferdinand Kayser, President and CEO of SES ASTRA, said: "The start of Penthouse 3D represents another milestone in the development of ASTRA as key player in the 3D television market. Furthermore, it confirms ASTRA 23.5 East as Europe's fastest growing hot spot for both Direct-To-Home and Direct-to-Cable distribution."

"We are thrilled to be teaming up with SES ASTRA for the launch of the first Adult 3D Channel in the world" said Marc Bell, CEO of Penthouse. "Working with SES ASTRA represents a spectacular opportunity to work with a leader in 3D technology delivery."

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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 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).