

## PRESS RELEASE

### **CANÇÃO NOVA TV EXPANDS GLOBALLY WITH SES WORLD SKIES**

Brazilian Catholic Foundation delivers faith-based programming worldwide via NSS-806

Washington, DC – March 23, 2011 – Home to Latin America's premier television content, SES WORLD SKIES, a division of SES S.A. (Euronext Paris and Luxembourg Stock Exchange: SESG), today announced a new capacity deal with Brazil's John Paul II Foundation to deliver more Canção Nova TV channels into more regions of the world.

Under the ten-year, multi-million-dollar agreement, Canção Nova TV is using 23 MHz of C-band capacity on SES WORLD SKIES' NSS-806 satellite to distribute Catholic faith-based programming to millions of viewers across Latin America, North America and Europe. Much of Canção Nova TV's entertainment, news and religious content is produced in the town of Cachoeira Paulista in the state of São Paulo, Brazil, where it's uplinked in a variety of languages to cable and satellite system subscribers.

Canção Nova TV content distribution will automatically and seamlessly transition from NSS-806 to SES-6 when the advanced SES-6 spacecraft is launched and commercially available in the coveted 319.5° East orbital slot. Scheduled to launch in 2013, SES-6 will offer enhanced coverage and capacity in North America and Latin America.

"Our long-term agreement represents a powerful alliance with the leading satellite operator and a strategic consolidation of broadcast services onto one satellite, which provides far broader coverage and better cost efficiencies," said Mauricio Belonio, Broadcast Engineering Manager for Canção Nova TV. "SES WORLD SKIES has enabled us to deliver more Canção Nova TV channels to more viewers in far more regions of the world than ever before."

"This strategic alignment with Canção Nova TV reinforces what Latin America's blue chip broadcasters and cable systems have known for years – that SES has the leading video neighborhood in the region," said Dolores Martos, Vice President of Sales in Latin America and the Caribbean for SES WORLD SKIES. "We look forward to putting our global reach to work in support of the mission-critical outreach of the John Paul II Foundation."

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## **About the Satellites**

The SES-6 satellite, scheduled for launch in 2013, will replace the NSS-806 spacecraft at the core orbital location at 319.5° East and provide a significant capacity expansion. The expanded Ku-band payload of SES-6 will offer substantially enhanced coverage and capacity in North America, Central America and South America.

## **About CANÇÃO NOVA TV**

Canção Nova TV broadcasting station started in 1989 and reaches 100 million of Brazilians. Its programming includes evangelization, information, culture and entertainment. The network has production units at Aracaju, Rio de Janeiro, São Paulo, Belo Horizonte and Brasília that maintain about 65 TV programs. Canção Nova TV broadcasts its signal by satellite and by a network of UHF TV transmitters. With its satellite coverage, reaches viewers all over Latin America, North America and Europe. Its terrestrial network has approximately 450 retransmitting TV stations, 19 local radio stations and has been growing at a significant pace since it started. For more information about Canção Nova TV, please visit [www.cancaonova.com](http://www.cancaonova.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.

## **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)