

PRESS RELEASE

PENTHOUSE MEDIA CONTRACTS ADDITIONAL 3D CAPACITY ON ASTRA

Luxembourg, 23 May 2011 - SES ASTRA, an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG), announced today that it has signed a capacity agreement with Penthouse Digital Media Productions Inc. for a second Penthouse 3D channel on ASTRA 23.5 degrees East (11778.00MHz) for the encrypted distribution to TV platform providers across Europe.

Penthouse 3D is the first worldwide 3D adult channel, broadcasting 100 percent native 3D content. A first 3D channel from Penthouse started on ASTRA 23.5 degrees East in March this year. In the meantime, Penthouse has concluded distribution agreements for its 3D channels with French IPTV provider FREE and Turkish DTH provider Digiturk, while further agreements are expected shortly.

Ferdinand Kayser, Chief Commercial Officer of SES, said: "We are very pleased with the signing of the second Penthouse 3D channel on ASTRA, confirming our leading position in the 3D television market. Furthermore, it is another boost for the development of ASTRA 23.5 East as Europe's fastest growing neighbourhood for both Direct-To-Home and Direct-to-Cable distribution."

"We are excited about adding another channel to the Penthouse 3D line-up on ASTRA," says Marc Bell, CEO of FriendFinder Networks Inc., owner of Penthouse Digital Media Productions. "Working with SES ASTRA fits very well with our ambition to be the leader in technology and we will continue to provide consumers with a variety of options of new content on the world's best platforms."

Including the two Penthouse 3D channels, ASTRA currently distributes seven 3D channels via its satellites. Other channels include SKY 3D channels for respectively the UK and Germany, Canal+ 3D in France, Viasat 3D in Scandinavia and Brava3D. In addition, SES ASTRA has launched a 3D demo channel featuring high quality 3D for the retail market.

For further information please contact:

Markus Payer
SES ASTRA

+352 710 725 500
markus.payer@ses-astra.com

Jacky Wauters
Noa Productions
Distribution Agent for Penthouse Media
+32475848411
jwauters@noaproductions.tv

Lindsay Trivento
FriendFinder Networks Inc.

+1 561.912.7010
ltrivento@ffn.com

About SES ASTRA

SES ASTRA is the leading Direct-to-Home (DTH) satellite system in Europe. The satellite fleet currently comprises 17 satellites which deliver services to more than 135 million households and transmit more than 2,500 television and radio channels. SES ASTRA also provides satellite-based multimedia, internet and telecommunication services to enterprises, governments and their agencies. With more than 200 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.

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