

## PRESS RELEASE

### **ESPN BRAZIL CHOOSES SES WORLD SKIES FOR REGIONAL HD DISTRIBUTION**

Leading sports programmer delivers global and local HD programming  
across Latin America via NSS-806

Washington, DC - June 24th, 2011 - Home to Latin America's premium programming, SES WORLD SKIES, a division of SES S.A. (Euronext Paris and Luxembourg Stock Exchange: SESG), today announced a new capacity deal with ESPN Brazil to deliver HD sports content from around the world to homes across the region.

As part of the strategic agreement, ESPN Brazil is utilizing 18MHz of C-band capacity on SES WORLD SKIES' NSS-806 satellite to distribute one HD and one SD sports channels to cable television transmission stations throughout Latin America. ESPN Brazil now delivers three key channels into Latin America over a combined 27MHz of capacity on NSS-806. ESPN Brazil's programming will seamlessly move to the advanced SES-6 satellite, which is scheduled for launch in 2013.

"Our latest agreement with SES WORLD SKIES represents a strategic, long-term commitment aimed at consolidating ESPN Brazil's programming distribution platform with the best satellite operator and spacecraft in the industry," said Victor Hannoun, Operations and Engineering Director for ESPN Brazil. "SES WORLD SKIES' expertise, reach and reliability is enabling ESPN Brazil to serve virtually every cable household in Latin America."

"ESPN Brazil's expanding presence and strategic consolidation aboard NSS-806 reinforces the important role our video neighborhood is playing throughout Latin America," said Dolores Martos, Vice President of Sales in Latin America and the Caribbean for SES WORLD SKIES. "The great community and reach of NSS-806 and the upcoming advanced SES-6 satellite enables ESPN Brazil to seamlessly distribute their key HD content throughout Brazil, Latin America, U.S. and Europe."

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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, Latin America and the Caribbean.

## **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)