



PRESS RELEASE

SES joins forces with Kenyan telecoms group Wananchi to launch powerful DTH line-up in East Africa

Luxembourg, 30 May 2011 – Global satellite operator SES S.A. (Euronext Paris and Luxembourg Stock Exchange: SESG) has joined forces with Kenyan television and broadband operator Wananchi to launch a new Direct-to-Home (DTH) line-up called Zuku TV in East Africa. Zuku TV is East Africa's newest and most exciting pay TV offering, set to provide affordable and quality TV options to the mass market in Africa.

Zuku TV is set to launch in July using SES capacity. Zuku TV will be rolled-out in such countries as Kenya, Tanzania, Uganda, Ethiopia, Rwanda, Burundi and Malawi. Each of these countries has a pay TV penetration level of less than one percent.

In addition to providing capacity, SES has developed a training programme for installers called ELEVATE to help ensure that Wananchi's Zuku TV subscribers receive the best service for the installation of their satellite reception equipment. The programme began in April in Nairobi and is planned to be rolled-out to other regions, with installer training programmes planned for Uganda and Tanzania in July.

"The launch of Zuku TV demonstrates the strong dynamics and the growth potential of the African television market. By providing capacity as well as installer training, we combine Wananchi's access to great content with SES' expertise and know-how in creating audience reach. Our cooperation with Wananchi shows our strong commitment to the African broadcasting market and clearly demonstrates the benefits for TV operators to work with SES," said Nicolas Baravalle, Regional Vice President of SES in Africa.

"An ELEVATE accreditation is a prerequisite for all Zuku TV installers whom we regard as partners in our business," commented Mohammed Jeneby, Managing Director, Wananchi Satellite. "Not only does it allow our installers to provide superior service to our customers, it also gives them the opportunity to generate more income and grow their own businesses. Given the success of the training programme so far, we are very happy to be working with SES and look forward to a wider regional roll-out of ELEVATE in the near future as Zuku TV takes off."

SES exhibits at SatCom, Africa's largest satellite communications conference and exhibition, taking place from 30 May to 2 June 2011 in Johannesburg.

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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