

PRESS RELEASE

PACIFIC TELEVISION CENTER MOVES TO SES WORLD SKIES

Global TV production leader uses capacity on two SES satellites to boost worldwide reach and reliability for Trinity Broadcasting

Princeton, NJ – July 15th, 2011 – Home to the world's leading broadcasters, SES WORLD SKIES, a division of SES S.A. (Euronext Paris and Luxembourg Stock Exchange: SESG), today announced a new capacity deal on two SES satellites with transmission and live production provider Pacific Television Center aimed at expanding and enhancing the delivery of Trinity Broadcasting Networks's Christian-based programming around the world. Trinity Broadcasting Network (TBN) is the world's largest religious network and America's most watched and requested faith channel.

As part of the five-year agreement, Pacific Television Center is utilizing MPEG-4 technology and capacity on a global C-band transponder aboard SES' NSS-9 satellite to distribute Trinity's 4 channels of network programming to audiences across the Pacific Ocean Region. Pacific Television Center is also leveraging C-band capacity aboard the NSS-5 spacecraft, enabling Trinity to reach viewers in the Americas, Africa, Europe and the Middle East. Pacific Television Center is using 24MHz of capacity aboard the two advanced satellites.

"By moving to the SES WORLD SKIES distribution platform, we are providing Trinity Broadcasting with significantly better reach, reliability and picture quality," said Howard Fine, Vice President of Broadcast Services, Pacific Television Center. "We have broadened our distribution footprint and power and the introduction of MPEG-4 is enabling Trinity Broadcasting audiences to enjoy a much sharper picture," Fine added.

"Like SES WORLD SKIES, Pacific Television Center has been at the center of broadcast technology advancements for more than 30 years," said Scott Sprague, Senior Vice President Global Sales for SES WORLD SKIES. "We look forward to enabling Pacific Television Center to meet the needs of Trinity Broadcasting and other leading broadcasters with an advanced, global fleet and unrivaled expertise on the ground in virtually every market on earth."

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