

PRESS RELEASE

ZEONBUD CHOOSES ASTRA TO PROVIDE CAPACITY FOR UKRAINE'S FIRST DIGITAL TERRESTRIAL TELEVISION NETWORK

Kiev/Luxembourg 5 July 2011 – SES ASTRA, an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG), announced today that the Ukrainian digital terrestrial network provider Zeonbud has chosen ASTRA to provide capacity for Ukraine's first digital terrestrial television network. Zeonbud was awarded a licence to operate four multiplexes and has contracted capacity on SES ASTRA's 31.5 degrees East orbital position to roll out its digital terrestrial television service in September 2011. The company will use the capacity to deliver television signals to its network of digital terrestrial towers allowing it to offer digital television services to households across Ukraine.

Ferdinand Kayser, Chief Commercial Officer of SES, said: "We are very proud to contribute to the roll-out of digital terrestrial television in Ukraine. The launch of the new network will significantly drive digitalization and confirms SES ASTRA's key role as an enabler and prime digital infrastructure for broadcasting television. With its unique capabilities including large bandwidth and reach, satellite is an ideal complement to all terrestrial infrastructures."

Andriy Shumilov, Deputy Director of Zeonbud, said: "Satellite has always been a strong driver of digitalization in Ukraine. We have chosen SES ASTRA due to its market know-how and excellent technical expertise. Together with SES ASTRA we will accelerate the digitalization in Ukraine and aim by the end of this year to provide coverage to 95 percent of Ukrainian TV households with the highest quality of digital television services."

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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 has 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