

## Press release

### SES SETS SIGNS FOR FURTHER GROWTH

#### New logo and brand identity presented at IBC in Amsterdam

Luxembourg 9 September 2011 – SES S.A. (Euronext Paris and Luxembourg Stock Exchange: SESG) is continuing its push for growth and has presented a new brand identity and logo at the opening of the industry's leading annual trade show IBC in Amsterdam. The new brand is centered on the consistent use of the SES name and logo throughout the markets in which SES operates worldwide. The introduction of the new corporate identity supports SES's efforts to create a homogeneous global presence and a single interface for customers in established and emerging markets.

SES is a world-leading satellite operator, currently undertaking significant investments to grow its satellite fleet and its business. With ten spacecraft to be launched between now and the end of 2014, SES will increase its global fleet capacity by 23 per cent in comparison to year-end 2010. As a leader in direct-to-home (DTH) and High Definition (HD) television, SES today transmits more than 5,900 TV and radio channels around the world, more than 1,000 of them in HD. SES's 47 satellites reach 245 million households around the world and carry 43 DTH platforms across the continents. Approximately 85 per cent of the new satellite capacity that SES is launching through 2014 will be dedicated to the highly dynamic emerging markets in Latin America, Africa, Middle East, the Asia/Pacific region and India.

"When we implemented a streamlined management structure back in May, we laid the basis for the execution of our ambitious global goals and our growth strategy," says Romain Bausch, President and CEO of SES. "Our new corporate design will support our efforts to grow our business and develop a single customer interface, further intensifying customer proximity and our links to industry. The new SES structure and appearance represent a next logical step in the development of our company as a leading and innovative satellite operator."

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#### About SES

SES is a world-leading satellite operator with a fleet of 47 geostationary satellites. The company provides satellite communications services to broadcasters, content and internet service providers, mobile and fixed network operators and business and governmental organisations worldwide.

SES stands for long-lasting business relationships, high-quality service and excellence in the broadcasting industry. The culturally diverse regional teams of SES are located around the globe and work closely with customers to meet their specific satellite bandwidth and service requirements.

SES (Euronext Paris and Luxembourg Stock Exchange: SESG) holds participations in Ciel in Canada and QuetzSat in Mexico, as well as a strategic participation in satellite infrastructure start-up O3b Networks.