



Press release

BRIDGES TV CLOSING MULTICULTURAL GAPS WITH SES

Islam-based network delivers diverse TV lineup to growing audience across the U.S.

New York/ Luxembourg - October 10th, 2011 - SES (Euronext Paris and Luxembourg Stock Exchanges: SESG) announced a new five-year distribution agreement with Bridges TV, a New York-based national network devoted to joining Middle Eastern/South Asian and Western audiences through entertainment.

Under the renewed deal, Bridges TV is utilizing satellite capacity aboard SES' Digital C[®] cable distribution platform to deliver a round-the-clock channel lineup rich in global and U.S. news, sports and entertainment for all ages and faiths. Bridges TV has grown from an à la carte menu of TV programs with about 10,000 paying households watching to a featured offering in cable programming packages currently reaching more than 4 million subscribers throughout the U.S. on a digital basic platform.

"Since moving to the SES digital platform on AMC-1 nearly five years ago, the Bridges TV audience has grown tremendously and expanded to American communities of all walks of life," explained Hunaid Baliwala, general manager of New York-based Bridges TV. "There are more similarities than differences between people around the world," added Baliwala. "Our goal is to bridge the cultural gaps around the world with a better understanding among people of all faiths, cultures and communities through a multifaceted programming lineup designed to educate and entertain. Key elements behind our current and future success certainly include the reach, reliability and expertise of SES."

"SES satellites are enabling visionary programmers and networks like Bridges TV to reach diverse audiences and bring them together to both learn and laugh through compelling global content," said Scott Sprague, Senior Vice President Global Sales, SES. "Our Digital C[®] cable distribution platform and AMC-1 satellite are providing Bridges TV with a proven and trusted path to cable audiences throughout North America."

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About SES

SES is a world-leading satellite operator with a fleet of 49 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. Further information under: www.ses.com.