

## Press release

### ISTANBUL FM TV BROADCASTS ON SES 31.5 DEGREES EAST

Luxembourg, 06 October 2011 - SES (Euronext Paris and Luxembourg Stock Exchange: SESG) announced today that it has concluded a capacity agreement with the Turkish media company Istanbul FM TV. The new customer will use SES satellite capacity at the orbital position 31.5 degrees East for the free-to-air transmission of two TV and two radio channels. With the SES satellites, the programs can be received in Turkey with standard Direct-to-Home (DTH) satellite dishes.

“The agreement is a significant step into the fast growing Turkish market,” said Ferdinand Kayser, Chief Commercial Officer of SES. “This market has become increasingly important for us. At the same time, our new partnership confirms the attractiveness of 31.5 degrees East for customers in growth markets. We will continue to extend our presence in Turkey and create an attractive neighborhood for our broadcasting customers.”

“We have chosen to partner with SES for the distribution of our TV and radio channels because of their excellent track record and technical expertise,” said Sabri Demirdogen, President of Istanbul FM TV. “We are pleased and excited to work with an industry leader and look forward to extending our partnership with SES in the near future.”

For further information please contact:

Markus Payer  
Market Communication & PR  
Tel. +352 710 725 500  
[Markus.Payer@ses.com](mailto:Markus.Payer@ses.com)

#### **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](http://www.ses.com).