



Press release

HOME2US GROWS GLOBAL LINEUP WITH SES

Delivers six new international TV channels to U.S. audiences,
sets sights on EMEA service launch

New York/ Luxembourg - October 13th, 2011 - With an unmatched ability to create compelling video neighborhoods, SES today announced Home2US has renewed its long-term capacity agreement on SES-1 and expanded its increasingly popular international DTH platform serving ethnic audiences across the U.S.

In conjunction with a new multi-year, multi-transponder deal on SES-1, Home2US has added six new television networks and five new radio channels from Greece and Cyprus to its exclusive DTH lineup featuring top programming from around the world. Home2US is broadcasting over the SES platform utilizing MPEG-4 DVB-S and S2 compression technologies, which will enable efficient channel growth, HD and hybrid TV delivery, and a strategic expansion into markets throughout EMEA.

“The Greek and Cypriot channels are important new channels on the Home2US lineup in North America, which is expected to add at least another two dozen networks by early next year,” explained Nancy Dube, chief marketing officer for Home2US. “Our renewed agreement will take us well into the second decade of our partnership with SES, setting the stage for advancements in HD and interactive TV delivery as well as an exciting extension of our DTH platform into Europe, the Middle East and Africa.”

“The Home2US lineup of the best international programming has really struck a chord with a broad range of diverse, multi-cultural audiences living and working throughout the U.S.,” said Scott Sprague, Senior Vice President Global Sales, SES. “The next chapter of our alliance with Home2US should see many exciting developments in how and where Home2US DTH programming is delivered.”

Many of Greece’s most popular TV networks have been added to the Home2US lineup, including Mega Cosmos, the top entertainment channel in Greece that features everything from reality and news shows to movies and documentaries. Alter Globe, Star International, RikSat and GMTV are among the other Greek channels exclusive to Home2US DTH audiences.

For further information please contact:

Markus Payer
Market Communication & PR
Tel. +352 710 725 500
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.