

Press release

GLOBAL BROADCASTERS CHOOSE SES TO COVER THE PAN AMERICAN GAMES

Televisa and the European Broadcasting Union ink occasional use deals on two satellites

Luxembourg, October 25, 2011 – SES (Euronext Paris and Luxembourg Stock Exchange: SESG) announced today that two world-class broadcast organizations, Televisa and the European Broadcasting Union (EBU), are using its occasional use satellite capacity to enable the contribution and distribution of the 2011 Pan American Games taking place in Guadalajara, Mexico where over 6.000 athletes from 42 nations are competing.

Televisa is utilizing more than a full transponder of C-band capacity on SES' AMC-9 satellite for local contribution. More and more broadcasters are relying on the enhanced regional coverage of AMC-9, which is fast becoming one of Mexico's top video neighborhoods.

The EBU is using more than a transponder of C-band capacity on SES' NSS-806 spacecraft to bring the international sporting event to fans across Latin America and parts of Europe. The EBU is also utilizing uplink services at SES' teleport facility in Manassas, Virginia, as part of its global distribution strategy behind the Pan American Games.

"SES is enabling two of the world's premier broadcast organizations to deliver gold medal coverage of the 2011 Pan American Games to enthusiastic audiences in the Americas and Europe," said Scott Sprague, Senior Vice President Global Sales for SES. "We are honored to be playing such an important role in the strategic global distribution for Televisa and the EBU, as these broadcast innovators deliver the largest multi-sport event of the year with SES."

"SES has satellites in prime orbital locations for Mexico coverage, and it meets Televisa's feed contribution objectives at the 2011 Pan American Games," said William Aguirre, General Director of Satellite Operations for Televisa. "AMC-9 is a great platform for our broadcast contribution feed for this important sporting event in Guadalajara, Mexico."

"SES has the expertise and nimbleness of a world-class athlete to deliver the targeted and tailored coverage we must have to effectively and efficiently deliver the Pan American Games anywhere we need to around the world," said Paolo Pusterla, Head of Procurement and Network Partnerships for the EBU. "SES has become a trusted partner capable of supporting our demanding and ever-changing broadcast requirements at global sporting events year after year."

The 2011 Pan American Games competition continues through October 30.

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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.