

Press release

MEDIA NETWORKS LATIN AMERICA SIGNS MAJOR DTH CAPACITY AGREEMENT WITH SES

The long-term deal secures capacity for the Telefonica Digital unit to serve customers in Central America and the Caribbean

Luxembourg/ Washington, DC – February 16, 2012 -- SES (Euronext Paris and Luxembourg Stock Exchange: SESG) today announced that Media Networks Latin America (MNLA) has signed a long-term capacity deal to expand its pay-TV service across Central America and the Caribbean.

Under the milestone partnership, MNLA, a unit of Telefonica Digital, has secured multiple transponders on SES' AMC-4 satellite in order to launch a new DTH wholesale pay-TV service reaching new audiences with a combined lineup of international and regional SD and HD channels.

The SES spacecraft AMC-4, strategically located at 67 degrees West, allows MNLA to meet the DTH demand in Central America and the Caribbean as well as other future growth markets with its existing ground infrastructure, including its teleport in Lima, Peru.

AMC-4 was deployed at 67 degrees West in 2010 and provides expansion capacity in Latin America for a broad range of applications, such as rural telecommunications, VSAT networks, e-learning, pay-TV and mobile broadband. With the relocation of AMC-3 to 67 degrees West at the end of February, which was announced yesterday, SES is further strengthening and complementing its coverage and offering from this orbital position.

"SES has the ideal coverage, spectrum and unmatched DTH experience to expand into new markets throughout Latin America," said Pedro Planas, Chief Technology Officer (CTO) of MNLA. "Our long-term agreement with SES represents a strategic partnership aimed at meeting the increasing demand from our customers, the existing and new pay-TV operators in the region, and will allow us to continue offering a growing lineup of compelling content."

"Teaming up with MNLA, a unit of Telefonica Digital, is of high strategic importance for us," said Ferdinand Kayser, Chief Commercial Officer of SES. "It is further proof that satellite can ideally complement and strengthen the offer of telecommunications companies. As a leader in DTH broadcasting with large geographical coverage and high quality linear video delivery, SES sees itself as a perfect partner for telecommunications companies, connecting interactive and television services. SES is committed to the long-term success, growth and innovation of such services throughout Latin America and the Caribbean. We look forward to playing an important role in the expansion and future growth of Media Networks Latin America's DTH business in Central America, the Caribbean and beyond."

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About SES

SES is a world-leading satellite operator with a fleet of 50 geostationary satellites. The company provides satellite communications services to broadcasters, content and internet service providers, mobile and fixed network operators and business and governmental organizations 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: SESE) 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.

About Media Networks Latin America

Media Networks Latin America (MNLA) offers an innovative wholesale pay tv service for pay tv operators in the region. MNLA flexible “white label” model allows each operator to commercialize pay tv products designed to attend their final customers needs. MNLA also produces unique and differentiated pay tv content in addition to advertising sales in the Americas. A unit of Telefonica Digital, MNLA operates in Brazil, Mexico, Chile, Colombia, Ecuador, Bolivia, Venezuela, Central America and Peru, where its teleport is based. MNLA solutions are designed from a business model supported by a state-of-the-art satellite technology infrastructure that allows us to offer products through the Americas. MNLA adapts to the needs and strategic plans of each client, leveraging our superior know-how and reduced time to market.