



Press release

MICROSPACE USHERS IN THE SPRING, SUMMER SHOPPING SEASONS WITH SES

Content delivery innovator to extend the reach of its retail data network on SES-4

Luxembourg and PRINCETON, NJ – March 12, 2011 - SES (Euronext Paris and Luxembourg Stock Exchange: SESG) announced today that Microspace has signed a capacity agreement enlisting the SES-4 satellite to deliver digital video and content to retail stores throughout the Americas and Europe. With new spring and summer fashions and accessories hitting department stores, major North American retailers are filling their stores and digital signage with the sights and sounds of the season, enticing consumers with the latest deals.

Microspace is currently using significant transponder capacity on NSS-7 to enable a major U.S.-based clothing retailer to extend its seasonal and promotional campaigns globally. Flat screen TVs positioned throughout the brand-name retailer's European stores will be filled with digital signage content delivered direct from the Microspace teleport in Raleigh, North Carolina, featuring the new season's showcase of bright clothing and beachwear.

Once operational, the newly launched SES-4 satellite will pick up the distribution duties of NSS-7 with enhanced coverage from the highly coveted orbital slot at 338 degrees East. SES-4 was launched on February 14th, the 50th and most powerful spacecraft to join the SES fleet.

"SES is a trusted partner, with the global fleet and expertise we must have to meet the demands of our retail and enterprise customers around the world," said Greg Hurt, Vice President of Sales and Marketing for Microspace. "SES-4 will serve as our platform for the future, as we look to expand our distribution services into new and emerging markets." Microspace uses multiple transponders on three SES satellites to enable much of its growing content delivery network, which currently has nearly 250,000 remote links worldwide.

"Season after season, year after year, Microspace continues to innovate and grow its digital content distribution business with SES," noted Steve Bunke, Vice President of North America sales for SES. "Digital signage has become a cutting-edge staple for retailers determined to stand out throughout the year. SES-4 has the four-continent coverage and tailored beams to meet the ever-changing needs of Microspace and its customers well into the future."

For further information please contact:

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



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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 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

About Microspace

Microspace Communications Corporation, a subsidiary of Capitol Broadcasting Company, is the leader in satellite services for digital cinema, business communications and digital signage. The company operates the largest global business satellite broadcasting network with nearly 250,000 remote links worldwide. With a 24-year heritage, Microspace's VELOCITY® satellite services power networks for Fortune 500 organizations as well as many small and medium sized businesses. Further information under: www.microspace.com.