



Press release

SES renames ASTRA Broadband Services to SES Broadband Services

Luxembourg, 1st March 2012 - SES (Euronext Paris and Luxembourg Stock Exchange: SESG) announced today that it has renamed its satellite internet subsidiary ASTRA Broadband Services as SES Broadband Services. Its successful satellite internet service *ASTRA2Connect* is renamed as SES Broadband. The new names are in line with SES' new Corporate Identity and its consistent use for all SES companies. SES Broadband Services provides high-speed satellite broadband internet for individuals, businesses and communities.

Patrick Biewer, Managing Director of SES Broadband Services, said: "With its fleet investment, SES has laid the foundation for future growth. The new corporate identity supports SES' ambitious goals. These include a unified service offering to customers across the globe. Leveraging on SES' global presence and access to its entire fleet, we are convinced that the new names will strengthen our market position and benefit the expansion of our business into new and exciting regions."

SES Broadband was introduced in 2007 and represents Europe's largest satellite broadband network with more than 80,000 subscribers. Marketed via distribution partners in Europe, the Middle East and Africa, the service offers a unique opportunity to individuals, businesses and communities to access the internet independent from any terrestrial infrastructure. The service is technically available across the entire fleet of SES and able to support Triple Play services combining broadband access with Voice over IP (VoIP) telephony and TV reception.

SES Broadband Services will exhibit at Information and Communication Technology trade fair CeBIT in Hannover, 6-10 March 2012 at the BITKOM Broadband World stand in hall 13.

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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.