

## Press release

### SES ADDS TWO NEW LOCAL GERMAN CHANNELS ON ASTRA

Luxembourg/ Munich, 25 April 2012 – SES (Euronext Paris and Luxembourg Stock Exchange: SESG) announced today that two new Bavarian TV free-to-air programmes are launching on the ASTRA Satellite System at the end of April. The two channels, Franken Fernsehen in Nuremberg and a.tv in Augsburg, were previously local part time programmes and now extend their offer to full time. The channels will use former analogue capacity on ASTRA as of 30 April, when broadcasters in Germany will switch off the analogue satellite signals.

“The launch of two new channels on ASTRA is additional proof that digitalisation leads to further demand for the former analogue capacity,” said Wolfgang Elsaesser, Managing Director of ASTRA Germany. “It also shows that digitalisation is increasing the programme offer for viewers. Making unencrypted local content available throughout the whole country is a strength that only satellite can offer.”

For further information please contact:

Markus Payer  
Market Communication & PR  
Tel. +352 710 725 500  
[Markus.Payer@ses.com](mailto: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](http://www.ses.com).