

## **PRESS RELEASE**

### **ION TELEVISION HD DEBUTS ON HD-PRIME**

#### **Largest U.S. station group employs additional SES capacity to launch and grow HD**

PRINCETON, NJ – March 16, 2009 – Celebrating the 60<sup>th</sup> HD channel to join its HD-PRIME delivery platform, SES AMERICOM, an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG), today announced ION Media Networks has signed a multiyear distribution agreement to launch its full suite of television networks in HD.

ION Television HD debuts this week over HD-PRIME satellite AMC-1, with ION's qubo, a multilingual kid's network, and ION Life, a digital network devoted to active lifestyles, set to follow later this year. ION Television HD viewers can enjoy a mix of compelling television series, theatrical and made-for-television movies and specials.

"ION has tapped expanded distribution capacity aboard HD-PRIME to offer our programming in a crisp high-definition picture quality to viewers in more than 94 million homes across the country" said Mark Greenlee, Senior Vice President of network operations at ION Media Networks, noting ION Television HD will carry both native and up-converted HD programming on all 60 network stations in the U.S. "SES AMERICOM provides the reach and reliability ION Media Networks counts on day in and day out to serve both our cable and broadcast audiences nationwide."

"ION Media Networks is well positioned with HD-PRIME to meet the needs of its discerning affiliates and HD audiences today and as the innovative network expands its HD offerings in the future," said Bryan McGuirk, Senior Vice President of global media services at SES AMERICOM. "ION Television's HD premiere comes at an exciting time, just ahead of the digital transition and as HD truly hits its stride aboard the HD distribution leader – HD-PRIME."

For more than 13 years, ION Media Networks has leveraged the expanding reach and expertise of SES AMERICOM to grow its penetration levels across cable, broadcast and DTH markets. "ION Media Networks is making the move to HD with absolute confidence in our distribution platform and partner," said David Goosey, Senior System Engineer at ION Media Networks. "HD-PRIME offers the advanced technology, the know-how, and the top-of-the-arc orbital slot we need to serve our affiliates and audiences from Honolulu to Boston."

The HD distribution agreement between ION Media Networks and SES AMERICOM runs through the life of the AMC-1 satellite, which was launched in 1996. The hybrid C-

and Ku-band spacecraft is located at 103 degrees west, where it is home to national television networks broadcasting to thousands of cable headends that reach tens of millions of homes across the country.

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### **About ION Media Networks**

ION Media Networks, Inc. owns and operates the nation's largest broadcast television station group and ION Television, which reaches over 94 million U.S. television households via its nationwide broadcast television, cable and satellite distribution systems. The network features popular TV series and movies from award-winning libraries of RHI Entertainment, CBS Television, NBC Universal, Sony Pictures Television, Twentieth Television and Warner Bros., among others. For more information about ION Media Networks, visit [www.ionmedia.com](http://www.ionmedia.com).

### **About SES AMERICOM**

As the leading supplier of satellite services in the U.S., SES AMERICOM serves broadcasters, cable programmers, aeronautical and maritime communications integrators, Internet service providers, mobile communications networks, government agencies, educational institutions, carriers and secure global data networks with efficient communications and content distribution solutions. The company, recognized as a major innovator of advanced satellite communications services, operates a fleet of 16 spacecraft in orbital positions predominantly providing service throughout the Americas. In addition, AMERICOM Government Services (AGS), a wholly-owned subsidiary, is dedicated to providing satellite-based communications solutions to both civilian and defense agencies of the U.S. Government. [www.ses-americom.com](http://www.ses-americom.com)

### **About SES**

SES wholly owns market-leading satellite operators SES ASTRA in Europe, SES AMERICOM in North America, and SES NEW SKIES, which provides global coverage and connectivity. The company also holds 90% of SES SIRIUS in Europe as well as strategic participations in Ciel in Canada and QuetzSat in Mexico. SES provides outstanding satellite communications solutions via a fleet of 40 satellites in 26 orbital positions around the globe. For further information: [www.ses.com](http://www.ses.com)