# SES ASTRA ENTERS CROATIAN MARKET

## CME group channel Nova TV starts on 23.5 degrees East

Luxembourg, 30 March 2009 – SES ASTRA, an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG), announced today that it has signed an agreement with CME group for the launch of the first Croatian channel on ASTRA. With the new long-term agreement, SES ASTRA will provide capacity to CME group for the broadcasting of the commercial programme Nova TV via its 23.5 degrees East orbital position.

“The start of Nova TV on ASTRA further increases the attractive programme range available via this very important orbital position and shows that we succeed in developing 23.5 degrees East into a prime orbital position for Direct-to-Home (DTH) television reception,” says Alexander Oudendijk, Chief Commercial Officer of SES ASTRA. “After our very successful start in the Benelux and Central and Eastern European markets, we further extend our activities and prove that we are able to generate demand in highly dynamic and attractive markets”.

SES ASTRA today reaches 1.1 million households in the Benelux, Czech and Slovak Republic and offers nearly 400 digital TV- and radio channels via its 23.5 degrees East orbital position. The channel offer on 23.5 degrees East includes successful bouquets such as Canal Digitaal, TV Vlaanderen, CS Link and SkyLink. With dual reception devices, these households can at the same time receive ASTRA services from 19.2 East. Through the active promotion of this dual feed reception, SES ASTRA has succeeded to establish 23.5 degrees East as a new prime DTH position.

In Croatia, 380,000 or 85 percent of the satellite households receive services via ASTRA’s 19.2 degrees East orbital position. These households can now easily upgrade their satellite dishes to add the full range of services from 23.5 degrees East including Nova TV.

The General Director of Nova TV, Drazen Mavric, said: "We are very pleased with the agreement that we have signed with SES ASTRA. The transmission of our channel via the ASTRA satellite system gives us significant technical reach and allows us to reach every Croatian household. This will be a strong base to achieve our growth objectives and follow our long term strategy.”

SES ASTRA recently further strengthened its satellite fleet available at 23.5 degrees East. It has moved its ASTRA 1G satellite from 19.2 degrees East to 23.5 degrees East and will launch a new satellite, ASTRA 3B, by the end of the year. ASTRA 3B is currently being built by EADS ASTRIUM in Toulouse.

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**About SES ASTRA** www.ses-astra.com

SES ASTRA is the leading Direct-to-Home (DTH) satellite system in Europe. The satellite fleet currently comprises 14 ASTRA and two SIRIUS satellites. The combined satellite system delivers services to more than 122 million DTH and cable households and transmits nearly 2,500 analogue and digital television and radio channels. SES ASTRA also provides satellite-based multimedia, internet and telecommunication services to enterprises, governments and their agencies. With nearly 70 High Definition (HD) channels on its main orbital positions, ASTRA and SIRIUS represent the most important HDTV platform for Europe's leading broadcasters. The prime orbital positions for ASTRA and SIRIUS are 19.2° East, 28.2° East, 23.5° East, 5° East and 31.5° East.

SES ASTRA is an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG). SES owns three 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 owns 90 percent 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. Additional information on SES is available at: www.ses.com

**Fore more information about Nova TV please see:** http://www.novatv.hr/