

## PRESS RELEASE

### **TV RECORD OF BRAZIL SELECTS SES NEW SKIES FOR INTERNATIONAL AND DOMESTIC SATELLITE DISTRIBUTION OF ITS CHANNELS**

#### **TV Record to launch first HDTV channel for distribution in Brazil**

The Hague, December 23<sup>rd</sup>, 2008 - SES NEW SKIES, an SES company (Euronext Paris and Luxembourg Stock Exchange: SESE) announces that TV Record, the longest running Brazilian television network, has selected SES NEW SKIES' NSS-806 and NSS-7 satellites for the distribution of its international and domestic channel line-up. Under the multi-year agreement, TV Record will also use SES NEW SKIES capacity to launch its first HDTV channel for distribution in Brazil.

TV Record has contracted capacity on NSS-806 to broadcast its prestigious International channel, Record Internacional, to audiences in North America. The contracted capacity on NSS-7 will be used to distribute several new regional channels as well as its 24 hours news channel (Record News) and its first HDTV channel in Brazil.

Reinaldo Gilli, Senior Director of Engineering and Operations at TV Record, commented: "We have chosen SES NEW SKIES as our main video distributor because of the reliability and quality of its services, and its responsiveness in supporting our plans to grow our coverage area as well as our program line-up."

Dolores Martos, Vice President Sales Latin America at SES NEW SKIES, stated: "We are very proud that a renowned broadcaster like TV Record has chosen both of our video satellites to be an integral part of its visionary growth plan for Brazil, Latin America and the world. SES NEW SKIES is pleased to be a part of TV Record's success."

#### **About NSS-806**

NSS-806 is located at the orbital position of 319.5° East. Its tailored, high-powered hemispheric beam provides simultaneous coverage of both Europe and the Americas, with virtually complete coverage of North, Central and South America and the region's Spanish and Portuguese speaking markets. The satellite currently transmits more than 175 news, sport, music and entertainment channels reaching over 14 million homes and more than 4,000 cable head-ends across Latin America.

#### **About NSS-7**

NSS-7 is a state-of-the-art, hybrid Ku- and C-band satellite located at 338° East over the Atlantic Ocean, providing coverage of Europe, Africa, the Middle East and the Americas. The satellite is located at one of the most strategic orbital locations for trans-Atlantic connectivity as well as internet connectivity from North America into Europe, the Middle East and Africa. The powerful, state-of-the-art satellite features

49 C-band transponders and 48 Ku-band transponders. The NSS-7 is quickly becoming one of the satellites of choice for the video community in Latin America.

For further information, please contact:

Yves Feltes

Media Relations

SES NEW SKIES

Tel: +352 710 725 311

[Yves.Feltes@ses-newskies.com](mailto:Yves.Feltes@ses-newskies.com)

### **About SES NEW SKIES**

SES NEW SKIES is an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG) offering satellite communication services to a range of customers including telecommunications providers, broadcasters, corporations and governments around the world. SES NEW SKIES has a global fleet of seven satellites in orbit, with three additional spacecraft under construction (NSS-9, NSS-12 and NSS-14) and ground facilities around the world.

Headquartered in The Hague, the company has offices in Johannesburg, São Paulo, Singapore, Sydney and Washington, D.C. In addition to SES NEW SKIES, SES wholly owns the market-leading satellite operators SES ASTRA in Europe and SES AMERICOM in North America, 90% of SES SIRIUS in Europe, and strategic participations in Ciel in Canada and Quetzsat in Mexico. SES provides outstanding satellite communications solutions via a global fleet of 39 satellites in 26 orbital locations. Further information on the company is available at [www.ses-newskies.com](http://www.ses-newskies.com) and on SES at [www.ses.com](http://www.ses.com)