

## **PRESS RELEASE**

### **HD HITS ITS STRIDE WITH GLOBAL SATELLITE HD DISTRIBUTION LEADER SES**

#### **136 HD Channels Delivered on SES Platforms MTV launches six hit HD channels on HD-PRIME**

#### **SES AMERICOM-NEW SKIES to showcase its HD leadership at NAB (Booth C-5346)**

PRINCETON, NJ and THE HAGUE, NETHERLANDS – April 20, 2009 – Extending its lead in HD delivery, SES AMERICOM-NEW SKIES, a division of SES S.A. (Euronext Paris and Luxembourg Stock Exchange: SESG), today announced at NAB in Las Vegas the launch of six MTV Networks HD channels in MPEG-4 on the HD-PRIME distribution platform and the delivery of 136 HD channels over SES platforms worldwide.

The HD-PRIME launch of Nickelodeon HD, MTV HD, VH1 HD, COMEDY CENTRAL HD, Spike TV HD and CMT HD, taps two full transponders on the AMC-10 and AMC-11 satellites and brings SES AMERICOM-NEW SKIES' total HD channel count to 67. Sister firm SES ASTRA broadcasts 69 HD channels over five satellites, representing the most important HDTV platform for Europe's leading broadcasters and programmers.

SES AMERICOM-NEW SKIES, with extensive MPEG-4 distribution experience and advanced 3D HD delivery under its belt, operates the go-to HDTV platform across North America. HD-PRIME is home to dozens of HD leaders, including Discovery HD Theater, Showtime HD, Food Network HD, and the heart of MTV Networks' HD lineup.

"With HD Prime, MTV Networks is able to deliver the highest quality picture and maximize bandwidth for its distribution partners," said Mike Aloisi, Vice President of Distribution Technology and Affiliate Services, MTV Networks. "We're happy to continue our long-standing partnership with SES AMERICOM-NEW SKIES with the deployment of our HD channels on HD-PRIME."

"MTV Networks is a true HD programming innovator and we are honored to play such a pivotal role in the continued expansion of their HD lineup on HD-PRIME satellites," said Bryan McGuirk, senior vice president of media services for SES AMERICOM-NEW SKIES. "Our history and leadership in the delivery of premier HD channels serve to boost HDTV growth in the U.S. and around the world."

#### **About HD-PRIME**

SES AMERICOM-NEW SKIES, the first satellite company to deliver HD channels, operates America's leading HD platform in HD-PRIME. The leading HDTV distribution choice among top networks and programmers operates over five state-of-the-art satellites, AMC-10, AMC-11, AMC-18, AMC-1 and AMC-4, and covers the entire U.S., including Alaska and Hawaii, with the most reliable, flexible, advanced HD services in the industry.

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### **About SES AMERICOM-NEW SKIES**

SES AMERICOM-NEW SKIES is the newly combined SES division that brings together SES AMERICOM, the leading supplier of satellite services in the U.S., with the strategic global satellite services of SES NEW SKIES. SES AMERICOM-NEW SKIES is a global leader that serves broadcasters, cable programmers, telecommunications companies and networks, governments, aeronautical and maritime communications integrators, Internet service providers, and educational institutions with efficient communications and content distribution solutions. Recognized as a major innovator of advanced satellite communications services, the division operates a fleet of 25 satellites in key orbital positions capable of providing coverage and service throughout the Americas and around the world. SES AMERICOM-NEW SKIES also has four spacecraft under construction as well as global ground facilities. SES AMERICOM-NEW SKIES has offices in Princeton, The Hague, Washington, D.C., Johannesburg, Sao Paulo, Singapore, and Sydney. For more information, visit [www.ses-amicom.com](http://www.ses-amicom.com) or [www.ses-newskies.com](http://www.ses-newskies.com).

### **About SES**

SES (Euronext Paris and Luxembourg Stock Exchange: SESG) wholly owns the market-leading satellite operators SES ASTRA and SES AMERICOM-NEW SKIES as well as 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 40 satellites in 26 orbital locations. For further information: [www.ses.com](http://www.ses.com)

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