

## PRESS RELEASE

### PREMIERE INCREASES HD CAPACITY ON ASTRA

#### German pay-TV channel will use additional capacity for enlarged HD offer

Luxembourg, 1<sup>st</sup> April 2009 – SES ASTRA, an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG), announced today that the German pay-TV channel Premiere has contracted one and a half additional transponders on ASTRA's prime orbital position 19.2 degrees East. With the additional bandwidth Premiere plans to extend its HD offer. Premiere launched its HD services on ASTRA in 2005 and currently broadcasts two HD channels, "Premiere HD" and "Discovery HD."

"This new capacity agreement will give a strong boost to the development of HD in Germany while allowing us to significantly enlarge the HD offering in that country," said Alexander Oudendijk, Chief Commercial Officer of SES ASTRA. "As one of the pioneers of pay-TV and HD television, Premiere continues to support and lead this important development. The increasing demand for HD receivers in Germany shows that more and more viewers are attracted by this fascinating new way to watch TV."

According to recent market research studies conducted on behalf of SES ASTRA, 219,000 HDTV receivers were sold in Germany in 2008, with 80 per cent of these being satellite receivers. In total, 530,000 HDTV receivers have been sold since the introduction of HD.

SES ASTRA currently broadcasts nearly 70 HD channels on its satellite fleet.

For more information please contact:

Markus Payer  
SES ASTRA  
+ 352 710 725 500  
[markus.payer@ses-astra.com](mailto:markus.payer@ses-astra.com)

#### About SES ASTRA

[www.ses-astra.com](http://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](http://www.ses.com).