

PRESS RELEASE

GULFCOM FILLS CARIBBEAN CABLE PROGRAMMING GAP WITH SES AMERICOM-NEW SKIES

Niche provider relies on Caribbean footprint of the AMC-3 satellite

PRINCETON, NJ – April 1, 2009 – With its footprint in the sand on virtually every Caribbean island, SES AMERICOM-NEW SKIES, a division of SES S.A. (Euronext Paris and Luxembourg Stock Exchange: SESG), today announced Gulfcom has signed a five-year distribution agreement to meet the niche programming needs of cable operators serving the tropical region.

Gulfcom is leveraging a full transponder (36 megahertz) of capacity aboard the AMC-3 satellite to help cable operators offer a complete entertaining and informative programming lineup for both residents and visitors of the Caribbean.

“SES AMERICOM-NEW SKIES has the best, most reliable C-band footprint across the Caribbean,” said Larry Corke, president of Gulfcom. “The satellite coverage allows us to provide superstition programming, as well as top sports, weather and entertainment cable fare to large and small network operators who are offering a great viewing experience to homegrown audiences and vacationers alike from Bermuda and Trinidad to the Bahamas and Jamaica,” Corke added, noting content on Gulfcom’s Caribbean platform originates from the U.S., Canada and the Caribbean.

“Gulfcom is truly adding value, great programming choices, and customized growth potential to cable lineups across the Caribbean region,” said Bryan McGuirk, Senior Vice President Media Services at SES AMERICOM-NEW SKIES. “For more than a decade, SES AMERICOM-NEW SKIES has enabled Gulfcom to close a Caribbean cable programming gap with niche programming that people want to watch. We look forward to helping Gulfcom to expand its content offerings across the island region.”

About AMC-3

Launched in September 1997 and located at 87 degrees West, AMC-3 is a hybrid C and Ku-band satellite. C-band transponders aboard the spacecraft primarily deliver cable, radio and educational programming. The satellite’s Ku capacity serves the education, broadcast, business television and broadband markets.

About Gulfcom

Gulfcom is a digital satellite signal distributor, serving commercial broadcast, IP, and cable industries across Canada, the United States, Central America and the Caribbean. For more information, visit www.gulfcom.net.

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 or www.ses-newskies.com.

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