

## PRESS RELEASE

### **SES ASTRA AND EUROSAT SIGN COOPERATION AGREEMENT FOR ASTRA2Connect WITH UK'S COUNTRY LAND & BUSINESS ASSOCIATION**

#### **UK distribution partner Eurosat to provide interactive satellite broadband to members of CLA throughout rural England and Wales**

Luxembourg, 26 May 2009. – SES ASTRA, an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG), has signed a cooperation agreement with Eurosat and the Country Land & Business Association (CLA), the membership organisation for owners of land, property and businesses in rural England and Wales, to provide its members with SES ASTRA's satellite-based interactive broadband service *ASTRA2Connect*.

*ASTRA2Connect* will be sold to members of the CLA throughout rural England and Wales under Eurosat's brand name *beyondsl*, thus targeting thousands of homes and businesses where DSL or cable services may be limited or non-existent. Eurosat, a developer and supplier of satellite TV and consumer electronics, is SES ASTRA's distribution partner for *ASTRA2Connect* in the United Kingdom.

*ASTRA2Connect* is a fully satellite-based solution for broadband access that enables households in regions without terrestrial broadband connection to access broadband services. The innovative infrastructure offers a very reliable, always-on, interactive broadband internet access for flat service fees as well as Voice over Internet Protocol (VoIP). The customer premises equipment – a modem and a satellite dish – is low cost and delivered with a tool for easy self-installation. A simple extension at the antenna allows the simultaneous reception of all TV and radio programmes via ASTRA's main orbital positions 19.2 degrees East (Western Europe) or 28.2 degrees East (UK).

"Despite claims about the virtual universal availability of terrestrial broadband networks in the United Kingdom, the reality looks quite different," said Norbert Willems, Managing Director of ASTRA Broadband Services. "There are still many un-served areas, even only 20 miles outside London. Some of these will never have access to a high-speed terrestrial connection. For households in these areas, *ASTRA2Connect* will provide a vital lifeline for many years to come."

"Many of our members have been left out in the cold by terrestrial broadband providers, with little or no prospect of being able to share in the internet revolution that the rest of the UK is enjoying," said Charles Trotman, CLA Head of Rural Business Development. "These are people with businesses and families that are being severely disadvantaged because of the absence of a service most of us take for granted."

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### **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)

### **About ASTRA BROADBAND SERVICES (ABBS)**

ABBS is a 100% owned subsidiary of SES ASTRA operating SES ASTRA's new satellite broadband access *ASTRA2Connect*. *ASTRA2Connect* is marketed via wholesalers and internet service providers to the residential market. The innovative service offers a highly reliable, always-on, interactive broadband internet access for flat service fees. *ASTRA2Connect* offers a unique possibility for households in regions without terrestrial broadband connection to access broadband services.

Sold to end-users through domestic service providers in European countries and regions *ASTRA2Connect* closes the gap between the end user and the broadband technology and provides a high reliable and well performing broadband access service matching local needs.

### **About Eurosat**

The Eurosat Group is a global distributor of satellite, TV and communication equipment, and the UK's leading developer and supplier of satellite TV and consumer electronics via nine regional Eurosat branches. Established in 1988, the company was one of the pioneers of the satellite industry and is the supplier of choice for the world's premier satellite, TV and communication brands. The international division supports a network of importers, wholesalers and agents, which covers Eastern and Western Europe, Africa, the Middle East and North America and Pacific regions.