

PRESS RELEASE

IN DEMAND INKS LONG TERM SPORTS DISTRIBUTION DEAL WITH SES AMERICOM-NEW SKIES

NBA League Pass and MLS Direct Kick cable programming packages
delivered over HD-PRIME

PRINCETON, NJ – June 1, 2009 – With the NBA finals on the verge of tip-off and a new Major League Soccer season underway, SES AMERICOM-NEW SKIES, a division of SES S.A. (Euronext Paris and Luxembourg Stock Exchange: SESG), today announced iN DEMAND Networks has signed a multiyear distribution agreement for delivery of its NBA League Pass and MLS Direct Kick programming packages to cable subscribers across the U.S.

“iN DEMAND and SES AMERICOM-NEW SKIES have consistently delivered some of the best sports and entertainment television to cable and pay-per-view subscribers for years,” said Bryan McGuirk, Senior Vice President of Media Services at SES AMERICOM-NEW SKIES. “Together, we’re at the top of our distribution game so that viewers from coast to coast can enjoy every action-packed minute on the court and on the field – backed by a proven winner.”

Select NBA League Pass games are delivered in HD, as part of a cable package that offers more than 1,000 regional contests. The MLS Direct Kick program delivers all the action of over 100 Major League Soccer matches on subscribers’ TV screens nationwide. Both popular packages are distributed over SES AMERICOM-NEW SKIES’ AMC-1 satellite.

iN DEMAND has enlisted SES’ HD-PRIME satellites to deliver its full programming lineup, its PPV programming including movies, mega boxing, and mixed martial arts events, and the digital out-of-market subscription sports packages for MLB, the NBA, the NHL and MLS. SES AMERICOM-NEW SKIES will also deliver iN DEMAND’s range of VOD products including first-run movies, original HD VOD content, and the exclusive TV outlet for Howard Stern, via its Howard TV On Demand offering.

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 six spacecraft under construction and operates 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.

About SES

SES (Euronext Paris and Luxembourg Stock Exchange: SESG) wholly owns the market-leading satellite operators SES ASTRA and SES AMERICOM-NEW SKIES, 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

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