

## PRESS RELEASE

### **SES ASTRA LAUNCHES NEW HD OFFER IN GERMANY**

#### **HD+ offers programmes in High Definition via satellite / First new channels are RTL and VOX in High Definition**

Luxembourg, 5 June 2009 – SES ASTRA, an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG), announced today the launch of a new TV offer in High Definition (HD) in Germany. The service with the label HD+ will offer new HD programmes to TV households. The first programmes which will be part of the HD+ offer are the commercial channels RTL and VOX. Relevant agreements have been signed with the Media Group RTL Germany. RTL has contracted additional long-term transponder capacity for the transmission of the new HD programmes from ASTRA's prime orbital position 19.2 degrees East.

HD+ is independent from TV operators and offers the technical management and the marketing of HD programmes for all broadcasters. The technical management includes the distribution of the smart cards that are necessary for the reception. SES ASTRA will start negotiations with other channels to enlarge the offer. HD+ complements the broad digital programme offer that is available already today on ASTRA. The launch of HD+ is foreseen for late autumn.

"The new service creates attractive added value for viewers," says Wilfried Urner, Managing Director of the newly founded ASTRA operating unit HD PLUS in Unterföhring near Munich. "High Definition stands for crystal clear picture quality, intense colors and outstanding brightness and is the driving force for TV households to switch to digital reception. With HD+ we will create new possibilities for TV channels in the growth area of HD and increase the programme offer to TV viewers. This lays a new base for the reception of highly valuable HD programmes."

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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).