

PRESS RELEASE

HOPE CHANNEL EXTENDS REACH WITH SES WORLD SKIES

Christian lifestyle network now delivering content to audiences in Pacific Ocean Region

Princeton, NJ – July 15, 2010 – Enabling global reach, SES WORLD SKIES, a division of SES S.A. (Euronext Paris and Luxembourg Stock Exchange: SESG), today announced it has signed a new long-term capacity agreement to deliver the Hope Channel to audiences in new markets across the Pacific basin. The deal marks the latest milestone in a decade-long distribution alliance between Hope Channel Inc. and SES WORLD SKIES.

As part of the agreement, the international broadcast network will utilize 4.0 MHz of capacity on SES WORLD SKIES' NSS-9 satellite to deliver a variety of health, family, youth and inspirational programming to viewers in French Polynesia, New Caledonia and other countries throughout the Pacific Ocean Region.

"Our highly anticipated expansion into the Pacific basin is being realized thanks to the reliable reach of SES WORLD SKIES' NSS-9 satellite," said Brad Thorp, President of Hope Channel Inc. "This extension of our distribution network makes it possible for viewers in a host of countries in the Pacific Ocean Region to receive our broadcasts with small antennas. We appreciate the efforts and expertise SES WORLD SKIES has provided over the years and look forward to building our viewership across this important new region on the powerful NSS-9 platform."

"The Hope Channel is an exciting addition to the NSS-9 lineup and a natural extension of our long relationship with this innovative broadcaster," said Dolores Martos, Vice President of Latin America and Caribbean Sales. "For nearly a decade, Hope Channel has relied on NSS-806 to deliver its programming to thousands of viewers across the Americas, and now the channel will demonstrate that NSS-9 is the top choice for optimal delivery to all corners of the Pacific."

About NSS-9

Located at 183 degrees East, NSS-9 is a new all C-band satellite serving the Pacific Ocean Region, which is ideal for government users, broadcasters, carriers and the maritime industry. NSS-9 provides vital voice, data and video communication services to a number of Pacific Island communities, including French Polynesia, New Caledonia, Wallis-and-Futuna, Papua New Guinea, Vanuatu, Samoa, American Samoa, Fiji, Tonga, Kiribati, Tuvalu, Micronesia, the Marshall Islands and more.

About Hope Channel Inc.

Hope Channel is a family-friendly premier Christian Lifestyle television network that spans the globe. Currently Hope Channel Inc. operates 10 separate channels and will soon have three additional channels added to its networks. With headquarters offices in Silver Spring, Maryland and studios and uplink centers around the world, Hope Channel broadcasts to every inhabited continent via satellite and is widely redistributed by terrestrial rebroadcast, cable, internet and direct-to-home TV.

About SES WORLD SKIES

SES WORLD SKIES is the new division of SES, created through the combination of the former SES NEW SKIES and SES AMERICOM. The company operates a fleet of 27 satellites - part of the 44 spacecraft of the SES group - delivering services as diverse as television distribution and

broadcast, internet access, data transmission and business and government communications to customers worldwide. SES WORLD SKIES currently has four additional satellites under construction. The company's unique customer-focused approach allows it to offer the best satellite solutions for a host of business and government requirements, with a view toward helping customers meet their short-term challenges and realize their longer-term goals. SES WORLD SKIES comprises a world-class team of customer care and technical professionals located in Princeton (NJ), The Hague, Washington, D.C., Singapore, Beijing, London, Sao Paulo, Mexico City, Sydney, Accra and Johannesburg. Visit www.ses.com for more information.

About SES

SES (Euronext Paris and Luxembourg Stock Exchange: SESG) wholly owns the market-leading satellite operators SES ASTRA and SES WORLD SKIES and participations in Ciel in Canada and QuetzSat in Mexico, as well as a strategic participation in satellite infrastructure start-up O3b Networks. SES provides outstanding satellite communications solutions via a global fleet of 44 satellites. For further information: www.ses.com

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