

PRESS RELEASE

SES SIRIUS EXTENDS REACH TO HOMES IN BALTIC STATES

Over 1,6 Million Baltic homes now receive satellite signals from SIRIUS

Satellite leads digitalisation across Europe

Tallinn, 28 May 2009 – SES SIRIUS, an SES ASTRA company (Euronext Paris and Luxembourg Stock Exchange: SESG), announced today that it has significantly increased its reach in the Baltic countries. Out of a total 2.81 Million TV homes in the Baltic countries, SIRIUS serves 230,000 satellite households and 1.41 Million cable households (all cable households). This is an increase from last year of 62%.

The satellite operator gained 80,000 digital satellite households in 2008 in the Baltic countries, reaching in total 230,000 digital satellite homes. SIRIUS is the leading satellite operator in the Baltic countries.

In Estonia, the Satellite Monitor shows that 37 percent of the 570,000 Estonian TV households are now digital. Within the digital TV market, satellite has a share of 29 percent of all digital TV households. In 2008, satellite increased its digital reach from 0.05 (year end 2007) to 0.06 million homes.

Satellite Monitor figures for year-end 2008 in Estonia at a glance:

- Total of 570,000 TV homes in Estonia
- 37 percent of the 570,000 Estonian TV households are now digital
- Satellite reaches 60,000 digital homes (29 percent of the digital market), cable reaches 80,000 digital homes (35 percent of the digital market), TV over DSL reaches 50,000 homes (22 percent of the digital market) and DTT reaches 30,000 homes (15 percent of the digital market)
- SIRIUS reaches 50,000 digital satellite TV homes in Estonia and 320,000 cable households (all cable households)

More information:

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