

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

Vilnius, 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. 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 Lithuania, the Satellite Monitor shows that 14 percent of the 1.3 million Lithuanian TV households are now digital. Within the digital TV market, satellite has again proven to be the leading digital infrastructure with a share of 48 percent of all digital TV households.

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

- Total of 1.3 million TV homes in Lithuania
- 14 percent of the 1.3 million Lithuanian TV households are now digital
- Satellite reaches 90,000 digital homes (48 percent of the digital market), cable reaches 70,000 digital homes (35 percent of the digital market), TV over DSL reaches 10,000 homes (6 percent of the digital market) and DTT reaches 20,000 homes (12 percent of the digital market)
- SIRIUS reaches 80,000 digital satellite TV homes in Lithuania and 560,000 cable households (all cable households)

More information:

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