

## 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**

Riga, 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 Latvia**, the Satellite Monitor shows that 30 percent of the 890,000 Latvian TV households are now digital. Within the digital TV market, satellite has again proven to be the leading digital infrastructure with a share of 49 percent of all digital TV households. In 2008, satellite increased its digital reach from 80,000 (year end 2007) to 130,000 homes. SIRIUS increased its reach from 60,000 to 110,000 satellite TV homes.

#### **Satellite Monitor figures for year-end 2008 in Latvia at a glance:**

- Total of 890,000 TV homes in Latvia
- 30 percent of the 890,000 Latvian TV households are now digital
- Satellite reaches 130,000 digital homes (49 percent of the digital market), cable reaches 130,000 digital homes (49 percent of the digital market), TV over DSL reaches 10,000 homes (2 percent of the digital market)
- SIRIUS reaches 110,000 digital satellite TV homes in Latvia and 540,000 cable households (all cable households)

#### **More information:**

Anna-Karin Modigh  
Vice president, Marketing and Communication  
SES SIRIUS  
+46 (0)708-94 25 86  
[anna-karin.modigh@ses-sirius.com](mailto:anna-karin.modigh@ses-sirius.com)

Markus Payer  
Vice President, Media Relations  
SES ASTRA  
+ 352 710 725 500  
[markus.payer@ses-astra.com](mailto:markus.payer@ses-astra.com)