



PRESS RELEASE

For Immediate Release

SES AMERICOM Signs Kingston inmedia for Sirius 2 Capacity

AMSTERDAM, September 17, 2002 — SES AMERICOM, an SES GLOBAL Company (Luxembourg Stock Exchange: SESG; Frankfurt Stock Exchange: SDSL) announced today at the IBC that Kingston inmedia, the satellite-centric broadband solutions provider of Kingston Communications (KCOM.L), has signed a multi-year agreement to expand its current capacity on Sirius 2 to a full transponder to support its MCPC distribution of both compressed digital television channels and IP services. The expansion will allow Kingston inmedia to increase satellite distribution of IP data, radio and broadcast services to the UK and Western Europe, so that content is one hop away from the end-user.

“We are pleased that Kingston inmedia, a recognized innovator in satellite-centric broadband solutions, has expanded its capacity in the now well-established distribution neighbourhood on Sirius 2. The economies of scale derived through simultaneous distribution of content ranging from Internet and IP data to television and radio via Sirius 2 to multiple destinations is key to its success. The cost to deliver content to hundreds of locations throughout the continent is the same as transmitting to just one. As a result, the end-user is one router hop away from a full range of high-demand, media rich content,” said Eddy Frankland, SES AMERICOM’s London-based, Vice President, Broadcast Services.

Nick Thompson, Managing Director of Kingston inmedia, said, “We have been delighted with the performance of Sirius 2 since we came on board in 1998. With the increased demand for broadband and IP based services, we will be able to expand the resources we deliver to our valued customers across the UK and Europe.”

Through an agreement signed with NSAB, AMERICOM offers high-powered Ku-band services throughout the European and Middle Eastern markets via Sirius 2 from the 5° East orbital position. Some of the regional and international customers and services on the satellite include Turner’s Cartoon Network, the Cyprus Broadcasting Corporation, Discovery Channel, Interpacket and NTL.

About Kingston inmedia

Kingston inmedia is a leading provider of global satellite-centric broadband applications, offering consultancy, products and services that enable organisations in the enterprise, broadcast and Internet/carrier sectors to create, manipulate, store and distribute multimedia solutions. A strong commitment to investment in technology and facilities supports Kingston inmedia's team of experts, placing the business in a unique position to offer end-to-end solutions for content owners, programme makers, broadcasters, corporations, carriers and Internet service providers. Headquartered in Gerrard's Cross, UK, Kingston inmedia serves a growing list of international customers such as BBC, CNBC, ESPN, ITN, Lucent, P&O, Reuters and Xerox. Kingston inmedia is an operating division of Kingston Communications. For more information visit: <http://www.kingstoninmedia.com>.

About SES Americom

With over twenty-five years' experience, SES AMERICOM, Inc. is recognized as a pioneer and leading provider of global satellite communications services, currently providing capacity on 16 spacecraft capable of serving the Americas, Europe, the Atlantic and Pacific Ocean Regions, and Asia. As a member of the SES GLOBAL family, AMERICOM is able to provide end-to-end telecommunications solutions to any region in the world. SES AMERICOM's key customers include ABC Radio Networks, AT&T Alascom, AOL TimeWarner, British Telecom, Deutsche Welle, Discovery, Fox, TV Guide/Gemstar, Gannett, HBO, Hughes Network Systems, Merlin, NBC, The New York Times, NHK, PaxNet, PBS, TELE Greenland, TV Europa, Verestar, and Viacom.

In November 2001, SES AMERICOM was combined with SES ASTRA to form a new premier global satellite company, SES GLOBAL S.A. (www.ses-global.com). The new company has a fleet of 29 satellites and can deliver satellite services to more than 90% of the world's population. In addition, SES GLOBAL's strategic partnerships and participation in AsiaSat, NSAB, Star One, AMERICOM Asia-Pacific and Nahuelsat combine to give entertainment, telecommunications, Internet, news and enterprise customers' access to a fleet of 42 satellites.

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