



MEASAT EXPANDS HD VIDEO NEIGHBOURHOOD WITH TWO NEW CHANNELS

Kuala Lumpur, 21 June 2012 – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today an agreement with RRsat America - Global Communications Network Inc. (“RRsat”) to distribute Russia Today English HD (“RT”) and Russia Today Documentary HD (“RTDoc”) channels, via the MEASAT-3a satellite across Asia. Both of these HD channels will be on MEASAT’s video neighbourhood starting 1st August 2012.

RT is a global multilingual television news network, broadcasting around-the-clock from Moscow and Washington, DC. With a global reach of over 530 million and two million hotel rooms worldwide, RT covers major political, economic and cultural issues of the time, with supporting analysis, documentaries, sport news and cultural programs. RTDoc is a new English-language documentary channel launched by RT. The channel features documentary series on the Russian history and customs; on science and hi-tech innovations as well as environmental issues. The exclusive content of RTDoc is produced by RT’s in-house team.

“We are delighted to add two HD channels on MEASAT’s video neighbourhood for Asia with our partner RRsat America,” said Jarod Lopez, Senior Director, Sales and Marketing, MEASAT. “The addition of RT HD and RTDoc HD will expand the news and documentary channel selection on MEASAT, and brings to 30 the number of channels on the MEASAT HD platform.”

The MEASAT-3/3a satellites at 91.5°E distribute a bouquet of premium high definition content. MEASAT’s HD video neighbourhood provides to Asia a variety of channels from news and general entertainment to sports and factual programming.

The line-up of MEASAT’s HD channels is currently being showcased at the 23rd International Communications and Information Technology Exhibition and Conference (CommunicAsia 2012) from 19 – 22 June. For more information, please visit MEASAT’s booth at 1T3 – 01, Level 1, Hall C, Sands Expo and Convention Centre, Singapore.

About MEASAT

MEASAT is a premium supplier of satellite communication services to leading international broadcasters, DTH platforms and telecom operators. With capacity across a fleet of five communications satellites, MEASAT is able to provide satellite services to over 145 countries representing 80% of the world's population across Asia Pacific, Middle East, Africa, Europe and Australia.

The MEASAT fleet includes the state of art MEASAT-3/3a satellites at 91.5°E which support Asia's premium DTH and video distribution neighbourhood, MEASAT-2 at 148.0°E, MEASAT-5 at 119.0°E and AFRICASAT-1 at 46.0°E. The MEASAT fleet will be further strengthened with the addition of AFRICASAT-1a at 46°E in Q4 2012 and MEASAT-3b at 91.5°E in Q4 2013.

Leveraging facilities at the MEASAT Teleport and Broadcast Centre, and working with a select group of world-class partners, MEASAT also provides a complete range of broadcast and telecommunications solutions. Services include 3D, high definition and standard definition video playout, video turnaround, co-location, uplinking, broadband and IP termination services.

For more information, please visit www.measat.com.

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