



MEASAT'S HD BOUQUET REACHES 34 CHANNELS

Kuala Lumpur, 29 October 2012 – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today an agreement with Encompass Digital Media (“Encompass”) for the addition of HISTORY™ North East Asia regional feed on MEASAT’s HD video neighbourhood at 91.5°E via the MEASAT-3 satellite.

HISTORY™ provides quality entertainment programming, with award-winning original series and event specials that connect viewers with history in an informative, immersive and engaging manner across multiple platforms.

“MEASAT is delighted to partner with Encompass to bring another premium HD channel on board MEASAT’s video neighbourhood,” said Jarod Lopez, Senior Director, Sales and Marketing, MEASAT. “The expansion of MEASAT’s HD video neighbourhood is a testament to the strength of our video platform in the Asia Pacific region.”

The addition of HISTORY™ North East Asia regional feed brings to 34 the number of HD channels on MEASAT’s video neighbourhood that features news, general entertainment, sports and factual programming.

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 119.5°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 Q1 2013 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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