



ENCOMPASS SIGNS DOUBLE HD CHANNEL DEAL WITH MEASAT

Kuala Lumpur, 30 October 2012 – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today an agreement with Encompass Digital Media (“Encompass”) for the addition of the Sundance SEA HD and WE tv SEA HD channels to the MEASAT-3/3a video neighbourhood for distribution across South East Asia (“SEA”).

The Sundance Channel is the television destination for independent-minded viewers seeking something different and bold. It offers audiences a diverse and engaging selection of films, documentaries and original programs. WE tv is the premier source for women looking to satisfy their curiosity with fascinating, original stories that is relevant to key stages of their lives. The channel offers viewers compelling perspectives on women's lives ranging from the ordinary to the extraordinary, presented in a non-judgmental voice.

“MEASAT is delighted to work together with Encompass for the addition of two (2) new HD channels to Asia,” said Jarod Lopez, Senior Director, Sales and Marketing, MEASAT. “The expansion of MEASAT’s video neighbourhood is a sustained concerted effort by MEASAT and key strategic partners to build a strong HD channel bouquet for Asia.”

MEASAT’s HD video neighbourhood from the MEASAT-3/3a satellites at 91.5°E now features an assortment of 36 HD channels that includes 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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