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## **PRESS RELEASE**

### **eGG, South East Asia's First eSports Channel, now Available via MEASAT**

**Kuala Lumpur, 1 July 2016** – MEASAT Satellite Systems Sdn. Bhd (“MEASAT”) announced today the launch of eGG, or “Every Good Game”, South East Asia’s first dedicated 24/7 HD eSports channel. The channel is now available to Pay TV operators via MEASAT-3a at 91.5°E.

eGG’s exciting content includes gaming tournaments, walkthroughs, expert guides, documentaries, game house tours and more. The High Definition channel fills a gap in Asia’s eSports market, a market which is experiencing phenomenal growth especially amongst the highly coveted millennial segment. eGG is produced by Astro Malaysia Holdings Berhad (“Astro”) with Astro’s professional high quality production values.

“MEASAT is proud to distribute eGG, a pioneer in eSports, in Asia,” said Yau Chyong Lim, Chief Commercial Officer, MEASAT. “This unique channel strengthens the diversity of offerings from MEASAT’s 91.5°E video hotslot.”

MEASAT’s 91.5°E orbital slot is Asia’s leading video broadcast neighborhood. With three collocated satellites, powerful wide-coverage beams and high recognition from regional headends and Pay TV operators, 91.5°E continues to be the preferred choice for Asian video distribution.

### **About MEASAT**

MEASAT is a premium supplier of services to leading broadcasters, Direct-To-Home (DTH) platforms and telecom operators. With capacity across six (6) communication satellites, MEASAT provides satellite services to over 150 countries representing 80% of the world’s population across Asia, Middle East, Africa, Europe and Australia.

The MEASAT satellite fleet includes the state-of-the-art MEASAT-3, MEASAT-3a and MEASAT-3b satellites co-located at 91.5°E, supporting Asia’s premium DTH and video distribution neighbourhood; MEASAT-2 at 148.0°E; and, MEASAT-5 at 119.5°E. In Africa, the AFRICASAT-1a satellite at 46.0°E provides satellite capacity across the African continent with connectivity to Europe, the Middle East, Malaysia and Singapore. The MEASAT fleet will be further strengthened end 2018 with the addition of MEASAT-2a at 148.0°E.

Working with a select group of world-class partners, MEASAT also provides a complete range of broadcast and telecommunications solutions. Services include UHD/HD and SD video play-out, video turnaround, co-location, uplinking, broadband and IP termination services. For more information, please visit [www.measat.com](http://www.measat.com).

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