

**TELEIPPICA JOINS MEASAT-3 VIDEO NEIGHBOURHOOD
UPLINKS FROM EUROPE – DISTRIBUTES ACROSS ASIA**

Kuala Lumpur, 05 August 2013 – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today a six (6) year agreement with Teleippica S.r.l. (“Teleippica”) for capacity on MEASAT-3.

A provider of television broadcast transmission services in Italy, Teleippica will use MEASAT-3 to broadcast the Italian Ministry of Agricultural, Food and Forestry Policies (MIPAAF) Unire Sat channel across Australia, Asia and Africa. The channel, which currently showcases equine-related programming and sports, will be expanded to include Italian lifestyle content later this year.

“Teleippica selected MEASAT-3 for its wide footprint, which enables the Unire Sat channel to cover regions between Australia, Japan, Mongolia and Africa,” said Mario Sussi, Chief Technical Officer, Teleippica. “We look forward to a long term partnership with MEASAT in bringing high quality sports and lifestyle programming to our viewers.”

“We are pleased to support Teleippica’s requirements to distribute the MIPAAF Channel,” said Jarod Lopez, Vice President – Broadcast Sales, MEASAT. “Accessible from Europe, and with an expansive footprint, MEASAT-3 is an attractive satellite for broadcasters and telecommunications service providers.”

About Teleippica

Teleippica is a subsidiary of Snai Spa, listed on the Stock Exchange of Milan, one of the main operators in gaming and betting sector in Italy.

Teleippica guarantees to Snai’s sales network the tv broadcast of all horse races in Italy and abroad. The real-time communication is also integrated by Snai TV and Radio Snai transmitted via satellite to the whole “Punto Snai” Italian network, and also available at <http://www.snai.it> with programs devoted to Snai events and activities. Teleippica also broadcasts via satellite for MIPAAF the Unire TV channels, where there are programs dedicated to horse environment, sports and other events.

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About MEASAT

MEASAT is a premium supplier of satellite communication services to leading international broadcasters, DTH platforms and telecom operators. With capacity across five (5) satellites, the company provides satellite services to over 150 countries representing 80% of the world's population across Asia , Middle East, Africa, Europe and Australia.

The MEASAT fleet includes the state-of-the-art MEASAT-3 and MEASAT-3a satellites at 91.5°E which support Asia's premium DTH (direct-to-home) 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 and South East Asia. The MEASAT fleet at 91.5°E will be further strengthened with the addition of MEASAT-3b at 91.5°E in January 2014 and MEASAT-3c in H2 2015.

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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