PRESS RELEASE

Application of NovelSat Technology
on AFRICASAT-1a Generates Significant Cost Savings

Kuala Lumpur, 05 November 2014: MEASAT Satellite Systems Sdn. Bhd. ("MEASAT") announced today that customers on the AFRICASAT-1a satellite will now be able to benefit from additional cost savings given the successful test of 64APSK modulation on the satellite's high-powered pan-African beam.

The tests were conducted with the NovelSat NS3000 Professional High-Data Rate Satellite Modem running NovelSat NS3 technology.

The use of NovelSat NS3 technology on the AFRICASAT-1a satellite enabled an increase in spectral efficiency levels by between 20% and 50%. Higher spectral efficiency allows more bits per Hertz, leading to higher bandwidth thus reducing costs. The key application areas that will benefit are multiplexed IP trunking and voice backhauls for mobile operators and point-to-point IP transit for Internet Service Providers.

"In regions where satellite capacity is still growing, bandwidth efficiency is key," said Dan Peleg, Vice President of R&D, NovelSat. "NovelSat is privileged to work with MEASAT toward advancing the development of the African satellite data market."

"MEASAT is delighted that AFRICASAT-1a is proven to support the industry's highest modulation standards," said Raj Malik, Senior Vice President – Sales and Marketing, MEASAT. "AFRICASAT-1a customers can now look forward to improved spectral efficiencies, lower costs and more value to end customers."

AFRICASAT-1a was launched in February 2013 and provides high-powered C-band satellite services and content across Africa with connectivity into Europe, the Middle East, and Southeast Asia.

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About NovelSat

NovelSat is a technology company dedicated to providing the next-generation modulation standard for satellite communications. NovelSat supports DVB-S and DVB-S2 standards and also offers the superior spectral efficiency of its NovelSat NS3™ satellite transmission technology which is available in all NovelSat satellite modulators, demodulators and modems. NovelSat technologies deliver the fastest data rates, the satellite industry's most compelling ROI and the most scalable transmission solutions from 64Kbps to 850Mbps on a single modem.

NovelSat technology is built around NovelSat SMOS (Satellite Modem Operating System), a unified satellite communications platform that ensures optimal interoperability, throughput and scalability of capacity, software-upgradable high-end features and waveforms. Learn more at www.novelsat.com

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About MEASAT

MEASAT is a premium supplier of satellite communication services to leading international broadcasters, Direct-To-Home (DTH) platforms and telecom operators. With capacity across six (6) communication 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, MEASAT-3a and MEASAT-3b satellites co-located at 91.5°E, supporting Asia's premium DTH and video distribution neighborhood; 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 will be further strengthened with the addition of MEASAT-3c in 2016.

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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