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RRSAT LAUNCHES FOX CHANNELS ON AFRICASAT-1a

Kuala Lumpur, 10 July 2013 – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today that an agreement has been signed with RRsat America - Global Communications Network Inc. (“RRsat”), a subsidiary of RRsat Global Communications Network Ltd. (NASDAQ: RRST), to distribute three (3) SD channels across Africa via the AFRICASAT-1a satellite.

The three channels from Fox International Channels (“FIC”), the 21st Century Fox’s international multimedia company, are National Geographic Channel, Nat Geo Wild and the travelling channel Voyage. The National Geographic Channel airs French-dubbed documentaries involving science, technology, culture and factual programming. Sister channel Nat Geo Wild is also in French and focuses on wild life programmes, whilst Voyage is dedicated to travelling. All three will be distributed to Pay TV operators across the African region via MEASAT’s AFRICASAT-1a satellite.

“We are excited to partner with RRsat and initiate AFRICASAT-1a’s broadcast distribution services with these high-profile channels,” said Jarod Lopez, Vice President – Broadcast Sales, MEASAT. “MEASAT’s successful partnership with RRsat has distributed 15 channels throughout Asia on the MEASAT-3/3a platform, and we look forward to continue supporting RRsat as they bring new, must-watch content to Africa.”

AFRICASAT-1a was launched in February 2013 into the 46.0°E orbital location. The state-of-the-art satellite provides high-powered C-band satellite services and content across Africa with connectivity into Europe, the Middle East, and Southeast Asia.

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 will be further strengthened at 91.5°E with the addition of MEASAT-3b 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.