



AGREEMENT WITH GLOBECAST BRINGS ITV GRANADA HD TO MEASAT-3

Kuala Lumpur, 25 October 2012 – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today an agreement with GlobeCast to distribute ITV Granada in HD, via the MEASAT-3 satellite across Asia and the Middle East.

Part of ITV STUDIOS Global Entertainment, ITV Granada shows a wide array of contemporary entertainment, award-winning drama, comedy and the latest in reality shows from leading producers in the UK and around the world. The channel in standard definition is available throughout Asia and the Middle East, reaching over 6 million households, in more than 40 countries.

“MEASAT is pleased to partner with GlobeCast to bring ITV Granada in HD to viewers across Asia and the Middle East,” said Jarod Lopez, Senior Director, Sales and Marketing, MEASAT. “The addition of ITV Granada on MEASAT’s HD platform at 91.5°E enhances the bouquet of quality broadcast content for the region.”

The MEASAT-3 satellite co-located with the MEASAT-3a satellite at 91.5°E orbital slot supports MEASAT’s HD video neighbourhood that features an assortment of channels including news, general entertainment, sports and factual programming.

“MEASAT continues to lead HD channels distribution in Asia with 33 channels on MEASAT’s HD video neighbourhood,” added Lopez.

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.

Contact:

Tan Shyue Wern

MEASAT

+60 (3) 8213 2152

tswtan@measat.com