

## **LAUNCH OF MEASAT-3**

### ***Once-in-a-Lifetime Adventure to Witness Lift-Off of Malaysia's 3<sup>rd</sup> Satellite***

*Kuala Lumpur, December 1, 2006* – Tai Kai Xin, 10 and Izzah Azreena binti Azizan, 17 will experience their dream of a lifetime when they journey to Kazakhstan's famed Baikonur Cosmodrome to witness 'live' the launch of MEASAT-3, Malaysia's third and most powerful communications satellite on December 12, 2006.

They will need their winter woolies – the December temperature range at Baikonur is from zero to -25°C!

The two school pupils are winners of the MEASAT-3 Launch drawing competition organised by MEASAT Satellite Systems Sdn Bhd and Astro Ceria in conjunction with the MEASAT-3 Launch. Together with another 13 consolation prize winners, they received their prizes Farah Suhanah Binti Ahmad Sarji, General Counsel of MSS at a presentation ceremony held in Kuala Lumpur today.

For Kai Xin, it was her love of arts and crafts that prompted her entry with the full encouragement of her mother, Madam Tan Hoon Cheng. "Kai Xin has always had an interest in arts and goes for art classes weekly. It was such a surprise to be informed she had won the first prize even though some of her previous artwork was displayed at the prestigious Open Air Museum Domane Dahlem in Berlin during the World Exhibition of Children's Art 2005. The whole family is so proud of her latest achievement," said Madam Tan who will be accompanying Kai Xin to Baikonur.

Izzah was also surprised when informed of her success in the Secondary School category. A student of Sekolah Menengah Sultan Ahmad Shah in Cameron Highlands, Izzah completed her entry in between preparations for her SPM examinations.

"I've always been interested in design and engineering – a strange combination which has given my parents some concern as to my future ambitions. I am really excited and look forward to the trip which I hope will give me inspiration as to the direction for my future studies." Like Kai Xin, Izzah's mother Puan Nazlin Abdullah, will accompany Izzah to Baikonur.

Participants of the MEASAT-3 Launch competition were required to submit a drawing of the MEASAT-3 communications satellite and a 100-word description of the satellite. There were two categories for school children aged 7-12 years (primary) and 13-17 years (secondary). Apart from the trip to Baikonur, the two main category winners also received a Dell Desktop and Dell Notebook respectively.

The six runners-up in each category plus a special prize winner in the secondary category, together with their parents will be invited to the MEASAT-3 launch event at the Kuala Lumpur Convention Centre where they will watch a 'live' telecast of the satellite launch on a giant screen. In addition they received prizes such as the Xbox 360, iPod Nano and iPod Video, Motorola v3I handphone and Nokia Ngage QD.

The judging panel was led by Puan Wairah binte Marzuki, Chairman of the Board of Trustees of the National Art Gallery. Judges included the two Malaysians astronauts candidates, D Vanajah Subramaniam and Mohadmmmed Faiz Kamaluddin, as well as representatives from MEASAT and Astro Ceria.

The official radio partner for the competition was Xfresh FM – *Lain Beb!*, the radio station that supports 100 per cent local music.

### **About MEASAT**

MEASAT is a premium supplier of satellite communication services to Asia's leading broadcasters, DTH operators and telecom providers. Currently operating a two satellite network, MEASAT provides video distribution services across East and South East Asia, Indochina, South Asia and Australia. The launch of MEASAT-3 and MEASAT-1R, will extend the reach of the MEASAT fleet, providing customers with a satellite able to reach over 110 countries, representing more than 70% of the world's population.

Leveraging facilities at the MEASAT Teleport and Broadcast Centre, and working with a select group of world-class media partners including Astro, Pacific Century Matrix and STT, MEASAT provides a complete range of broadcast services including video playout, up-linking, and video turnaround to and from the key European and North American markets.

For more information, please visit the Company's website at [www.measat.com](http://www.measat.com)

### **About Astro Ceria**

Astro Ceria is a whole new world of fun, inspiration and expression for kids of all ages. Astro Ceria brings Malaysian children a 24hours channel of quality animation and live action programming dedicated to kids between the ages of 4 to 14. The schedule comprises of three blocks specifically the Pre school animation. Toon Blast and Live action as well as specially designed formats like game shows. Internationally acclaimed programmes like Bob the Builder, Thomas and Friends, Mopatop's Shop, Kipper and Pingu will take our younger viewers on a fun-filled ride with their adventures.

Animation lovers will also be treated with exciting high action and thrilling shows like Mon-Colle Knights and Dragon Booster as well as the Indonesian produced animation series Petualangan Segah Di Nusantara, which will take you on journey around lovely Indonesia. Targeting our tweens, the Live Action genre introduces you to Cartoon Family and Chiquititas. Specially formatted show Gerak Geri Gasing, a local game show production, has hit the screens on Astro Ceria in September. Astro Ceria has a real Malaysian feel and short programmes are also produced to capture the local essence of the channel and bring it closer to the target audience. For more information, please visit the Astro Ceria website at [www.astro.com.my/astroceria](http://www.astro.com.my/astroceria)

### **About ASTRO**

ASTRO ALL ASIA NETWORKS plc is the region's leading cross-media operator with Direct-To-Home (DTH) satellite television services in Malaysia and Brunei and soon, in Indonesia. It is also the leading commercial radio broadcaster in Malaysia, a major publisher of TV guide and lifestyle magazines and the largest buyer and producer of TV content, as well as the country's premiere Malay film producer. Celestial Pictures, an ASTRO subsidiary and home to the world's largest Chinese film library and the Celestial Movies channel, is a major content aggregator with a global distribution network. The strength of these complementary brands has extended into interactive and multi-media services, including provision of content for mobile devices.

AAAN operates out of the All Asia Broadcast Centre, a fully-integrated digital broadcast and production complex in Kuala Lumpur. With a market capitalization of RM10 billion (US\$2.7 billion), AAAN ranks among the top 15 companies on Bursa Malaysia.

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