



MEASAT'S HD NEIGHBOURHOOD GOES 3D

Kuala Lumpur, 5 April 2011 – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today that Asia’s first regional 24/7 3D entertainment channel - HIGHTV 3D (“HIGHTV”) – is being distributed via the MEASAT-3a satellite.

The channel, which premiered on MEASAT-3a C-Band regional feed on 4 April 2011, brings to Asia over 450 hours of lifestyle, travel, animation and original reality shows in full 3D HD.

“With the launch of HIGHTV, MEASAT is bringing a new form of entertainment to the region,” said Jarod Lopez, Director of Sales, Broadcast Services, MEASAT.

MEASAT’s HD video neighbourhood now features 17 HD channels via the MEASAT-3/3a satellites at 91.5°E, the preferred location for premium video content in Asia.

“MEASAT continues to be the fastest growing HD channel platform in Asia Pacific,” added Lopez. “We are constantly expanding our bouquet of channels to meet the growing demands in the region.”

About MEASAT

MEASAT is a premium supplier of satellite communication services to Asia’s leading broadcasters, DTH platforms and telecom operators. Operating four communications satellites, the MEASAT fleet is able to provide satellite capacity to over 145 countries representing 80% of the world’s population across Asia Pacific, Middle East, Africa, Europe and Australia. With the state of art MEASAT-3a satellite located at the Company’s key orbital slot at 91.5°E, the MEASAT fleet has a total of 100 transponders across four satellites.

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 services including high definition and standard definition video playout, video turnaround, co-location, uplinking and IP termination services.

For more information, please visit www.measat.com.

Contact:
Chan Ming Yang
MEASAT
+60 (3) 8213 2154
mingyang@measat.com