



UTV MOVIES JOINS MEASAT'S VIDEO NEIGHBOURHOOD

Kuala Lumpur, 8 October 2009 – MEASAT Satellite Systems Sdn. Bhd. ("MEASAT") announced today that UTV Entertainment Television Limited ("UTV") had signed an agreement for capacity on MEASAT-3a for the carriage of UTV Movies, their flagship Hindi movie channel.

UTV Movies is distributed by UTV Global Broadcasting Limited, the broadcasting arm of UTV. The channel is the only Hindi movie channel originating from a motion picture studio, boasting an enviable library of blockbusters.

"We are pleased to announce our association with MEASAT as part of our growth plans in the international arena. We hope to optimize on the synergies between our content and MEASAT's expertise in the satellite broadcasting space," said Sameer Ganapathy, Senior Vice President – Distribution, UTV Global Broadcasting Limited.

"UTV adds much spice to the growing bouquet of channels at our prime video neighbourhood of 91.5E," said Terry Bleakley, Vice President, Commercial Operations, MEASAT. "With an expansive footprint, MEASAT-3a is able to distribute UTV Movies across 110 countries aiding UTV Global Broadcasting mission to expand internationally".

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 newly launched 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.

About UTV Global Broadcasting

UTV Global Broadcasting Ltd (UGBL), the broadcast arm of UTV Software Communications Ltd, has launched a bouquet of 5 channels in 7 months. UGBL has a distribution platform for the delivery of the channels, which are available on cable and DTH platforms in & outside India. Poised at cutting across genres and lingual barriers, UGBL has created strategic content distribution partnerships to enhance the offering of its bouquet. Besides cable the bouquet is also available on DTH platforms like Tata Sky, Sun Direct. Walt Disney has a 15% stake in UGBL.

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