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MEASATHD
MEASAT-3 High Definition TV Distribution
Breaking News

ALL SPORTS NETWORK HD TO BE ADDED IN MEASAT-3 HIGH DEFINITION LINE-UP

KUALA LUMPUR, 12 January 2009 – MEASAT Satellite Systems Sdn. Bhd. (MEASAT) announced today that an agreement had been signed to distribute the All Sports Network HD (ASN HD) channel via the MEASAT-3 satellite.

ASN HD is a 24-hour Pan Asian sports channel featuring exclusive coverage of some of America's biggest sports and other action events from around the world including the U.S. National Football League, the National Hockey League and National Collegiate Amateur Association (NCAA) college basketball and football, March Madness, Motor-sports (Formula Drift, Touring Car, GT racing), Extreme Sports and Pro Bull Riding.

 "We are delighted to be distributing the ASN HD channel," said Terry Bleakley, Vice President, Commercial Operations, MEASAT. "In joining the MEASAT-3 HD neighborhood, ASN HD brings to four the number of high definition channels distributed in the region."

About MEASAT

MEASAT is a premium supplier of satellite communication services to Asia's leading broadcasters, DTH platforms and telecom operators. With the recent commissioning of AFRICASAT-1, the MEASAT fleet is able to provide satellite capacity over 145 countries representing 80% of the world's population across Asia Pacific, Middle East, Africa, Europe and Australia.

The fleet will be further enhanced with the launch of MEASAT-3a, providing additional capacity and in-orbit redundancy at the Company's key 91.5E orbital video slot.

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, collocation, uplinking and IP termination services.

For more information, please visit www.measat.com