

AFC RENEWS CAPACITY WITH MEASAT

KUALA LUMPUR, 18 May 2009 - MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today that leading food and lifestyle channel, Asian Food Channel (“AFC”), had renewed its contract of video distribution on the MEASAT-3 satellite. AFC is the region’s only 24-hour food channel dedicated to airing the best food and lifestyle programming from around the region and around the world. Based in Singapore, AFC reaches 15 million viewers on the basic tiers across seven territories, including all major pay TV platforms across Southeast Asia.

“AFC was one of the first channels on what has become one of the regions most important video distribution platforms,” said Terry Bleakley, Vice President, Commercial Operations, MEASAT. “Since their launch on MEASAT-1 in 2005, we have watched AFC grow from strength to strength and we are delighted to be able to continue to support this exciting channel as they continue to expand their reach.”

“We are very happy with the service and support that the MEASAT team has provided us with and we look forward to a continued partnership in bringing quality food and lifestyle programming to our distribution footprint,” said Hian Goh, Managing Director, Asian Food Channel.

About MEASAT

MEASAT is a premium supplier of satellite communication solutions to Asia’s leading broadcasters, DTH platforms and telecom operators. With 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 further information, visit www.measat.com

About Asian Food Channel

The Asian Food Channel (AFC) is the region's only 24-hour food channel dedicated to airing the best food and lifestyle programming from around the region and around the world. Based in Singapore, AFC's wide Asian distribution footprint covers seven territories and 15 million viewers, on basic tiers of all the major pay TV platforms across Southeast Asia.

The channel leads the ratings in its territories, regularly achieving the #1 lifestyle channel in terms of popularity and loyalty. It has achieved a broad following from young teenage food lovers and empty nesters to trendy urban females and aspiring male chefs. Its online presence supports the channel with program information, recipes, content and an e-commerce store. As such AFC regularly executes 360 degree advertising and marketing campaigns and solutions for leading FMCG, Financial and Travel brands.

AFC broadcasts on:

- Starhub Channel 69 (Singapore)
- Astro Channel 703 (Malaysia)
- First Media Digital 1 Channel 76 (Indonesia)
- Prime Indovision Channel 22 (Indonesia)
- now TV Channel 527 (Hong Kong)
- Skycable Channel 58 (Philippines)

For more information, please visit www.asianfoodchannel.com

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