



## UNITEL CLASSICA TO JOIN MEASAT'S HD NEIGHBORHOOD

**KUALA LUMPUR, 11 June 2009** - MEASAT Satellite Systems Sdn. Bhd. ("MEASAT") and Classica Asia GmbH i.Gr. announced today that a five-year agreement has been signed for MEASAT to distribute the UNITEL CLASSICA HD channel via the MEASAT-3 satellite.

"We are excited to announce that we have included UNITEL CLASSICA HD on our MEASAT-3 HD video platform. This deal consolidates MEASAT's position as the leader for HD video distribution via satellite in the region," said Terry Bleakley, Vice President, Commercial Operations, MEASAT.

UNITEL CLASSICA's owner and CEO Jan Mojto: "We strongly believe in the great potential of the highly developed Asian TV market. MEASAT is the ideal partner to introduce and position UNITEL CLASSICA HD as the first HD-channel for classical music in the region".

The UNITEL CLASSICA HD channel features premium audiovisual classical music productions with the leading artists and the best orchestras of our time in High Definition format. Based on one of the world's largest HD film stocks, the channel broadcasts the greatest operas and concerts as well as stunning documentaries and live recordings from exceptional international music events and festivals. UNITEL CLASSICA HD is available in Dolby Digital 5.1 Surround Sound.

### **About MEASAT**

MEASAT is a premium supplier of satellite communication services to Asia's leading broadcasters, DTH platforms and telecom operators. Operating three satellites, 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 the Company's website at [www.measat.com](http://www.measat.com)

## **About UNITEL**

UNITEL CLASSICA HD is part of Jan Mojto's UNITEL-group, which was founded 40 years ago by Leo Kirch and Herbert von Karajan to produce classical music for film and television on the highest technical level. Legendary conductors such as Herbert von Karajan, Leonard Bernstein and Carlos Kleiber were exclusive partners of the production company for many years, just as the Vienna Philharmonic and the Bayreuth Festival. Today, UNITEL is the most active producer of classical music worldwide with a one-of-a-kind catalogue of over 1100 productions. The long-term artistic partnerships are being continued – some of them on an exclusive basis – to this day with Christian Thielemann, Anna Netrebko, the Vienna and Munich Philharmonic, as well as with such renowned cultural institutions as the Bayerische Staatsoper, the Salzburg Festival, the Festspielhaus Baden-Baden, the Palau de les Arts "Reina Sofia" in Valencia, the Wiener Musikverein and the Teatro Regio di Parma.

For more information, please visit the company's website at [www.unitel.de](http://www.unitel.de)

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