



CELESTIAL MOVIES RENEWS THREE CHANNELS ON MEASAT-3

KUALA LUMPUR, 15 June 2009 - MEASAT Satellite Systems Sdn. Bhd. ("MEASAT") announced today that Celestial Movies Channel Limited ("Celestial Movies") had renewed an agreement for the distribution of the "CELESTIAL MOVIES" and "CELESTIAL CLASSIC MOVIES" channels on the MEASAT-3 satellite.

"We are delighted with the on-going support from MEASAT," commented Terry Mak, Executive Vice President, Distribution & TV Networks of Celestial Pictures. "Channel operators with multi-feed operations usually face high transmission costs on an on-going basis. By offering an MPEG-4 MCPC platform, MEASAT has addressed our business needs by providing high quality services at a competitive rate. We look forward to our continuing partnership with MEASAT and amid expansion of our channel business in the region."

"MEASAT is delighted with the continuation of this partnership with Celestial Movies," said Terry Bleakley, Vice President, Commercial Operations, MEASAT. "Using our latest MCPC platform, which utilizes MPEG-4 compression DVB-S2 modulation, we are able to provide Celestial with a high quality technical solution while helping them reduce their distribution costs."

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 www.measat.com

About CELESTIAL MOVIES

Available in 11 territories, CELESTIAL MOVIES is a 24-hour movie channel bringing the most current Chinese blockbusters to the world. The channel also showcases internationally acclaimed titles from Japan and Korea, and features behind-the-scenes, interviews with the hottest stars and directors, entertainment news and film award ceremonies. In 2008, two sister channels CELESTIAL MOVIES ASIA (CMA) and CELESTIAL CLASSIC MOVIES (CCM) were launched in Hong Kong. CMA screens Japanese and Korean blockbusters, while CCM features Chinese classic masterpieces from the renowned Shaw Brothers film collection.

For more information, please visit www.celestialmovies.com

About Celestial Pictures Limited

Celestial Pictures is a diversified entertainment company focusing on Asian-language film and television content including production, aggregation, distribution and the operation of TV channels. Celestial's television channel operations include CELESTIAL MOVIES, the world's most broadly distributed 24-hour Chinese-movie channel watched by over 3 million viewers in 11 territories; CELESTIAL MOVIES ASIA, which screens Japanese and Korean blockbusters; CELESTIAL CLASSIC MOVIES, which features Chinese classic masterpieces including the renowned Shaw Brothers film collection, and WaTV, a Chinese infotainment channel dedicated to a new reflection of modern China. We are also producing and acquiring feature films and TV content for our channels as well as worldwide distribution.

Headquartered in Hong Kong, the company owns the Shaw Brothers Film Library, the world's largest Chinese film collection. Celestial Pictures has digitally restored these movies and distributes these films into worldwide markets. With its synergistic businesses in movie and television production, distribution and channels, Celestial Pictures is one of the few truly integrated media companies in Asia. Celestial Pictures is a subsidiary of ASTRO ALL ASIA NETWORKS plc (ASTRO).

For more information, please visit www.celestialpictures.com

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