



LI: LIFE INSPIRED JOINS MEASAT'S HD NEIGHBORHOOD

Kuala Lumpur, 30 July 2009 – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today a multi-year agreement with LI TV INTERNATIONAL LIMITED (“Li TV”) for the distribution of Asia’s first High Definition (“HD”) lifestyle channel.

Li TV joins as the seventh channel on the MEASAT-3 / 3a HD distribution platform. The 24-hour linear channel is a ground-breaking multi-media entertainment concept which boasts a vibrant stable of world-class-quality, first-run entertainment across five key programming pillars of Food, Home, Wellness, Travel and Style.

“We are delighted that Li TV has joined Asia’s premier HD neighbourhood” said Terry Bleakley, Vice President, Commercial Operations, MEASAT. “With two satellites – MEASAT-3 and MEASAT-3a – now operating collated at 91.5E, we will be able to upgrade and further enhance our specialized HD video distribution service for the region.”

“It is our pleasure to launch our HD channel Life Inspired, Li with MEASAT as the first lifestyle channel for Asian viewers. We are thrilled to be the first HD channel on board MEASAT-3a and I strongly believe this will help us reach a wide audience effectively within Asia Pacific and beyond,” said Anne Chan, General Manager of Li TV.”

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 Li:

Li, Life Inspired, is Asia's brand new, groundbreaking, 24-hour lifestyle television channel in true high definition. A first in the region, Li broadcasts pan-regionally across Asia with an expanding footprint.

Li boasts a vibrant stable of world-class-quality, first-run entertainment across five key programming pillars of Food, Home, Wellness, Travel and Style. A gatekeeper to the world of inspirational living, Li serves as a personalised 'Asian lifestyle editor' for all trend seekers.

The channel is owned by LI TV INTERNATIONAL LIMITED and operated by LI TV ASIA SDN. BHD., with its operating headquarters in Kuala Lumpur, Malaysia and regional operating offices in Singapore and Hong Kong.

Contact:

Chan Ming Yang
MEASAT
+60 (3) 8213 2154
mingyang@measat.com

Contact:

Debbie Lee
Green Worldwide (LI TV ASIA SDN. BHD.)
+65 9851 5488
greencomm.consult@gmail.com