



DISCOVERY JOINS MEASAT'S HD VIDEO NEIGHBOURHOOD

Kuala Lumpur, 23 Mar 2010 – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) and Discovery Networks Asia-Pacific announced today that an agreement has been signed to distribute Discovery HD channel via the MEASAT-3a satellite.

“MEASAT continues to champion the development of HD in Asia,” said Terry Bleakley, Vice President, Commercial Operations, MEASAT. “Our partnership with Discovery, which has brought one of the world’s leading HD channels to the region via satellite, is a great addition to the MEASAT-3 / 3a video neighbourhood and a testament to the growing importance of HD in the region.”

Discovery HD is a premium channel that features the highest quality HD content from across Discovery Networks’ most popular channels, as well as select exclusive content. Discovery HD brings audiences closer to their world with breathtaking imagery and detail, featuring programming on the wonders of the world ranging from culture, science and natural history to travel and lifestyle themes.

Discovery now operates HD services in eight markets in Asia-Pacific including Australia, Hong Kong, India, Japan, the Philippines, Singapore, South Korea, and Taiwan.

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.

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