



Breaking News

SUN DIRECT EXPANDS ITS CORE DTH PLATFORM ON MEASAT

Kuala Lumpur, 12 January 2011 – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today the execution of an agreement for the provision of two (2) additional Ku-band transponders to Sun Direct. This agreement expands Sun Direct’s capacity on the MEASAT fleet to four (4) transponders, making MEASAT-3 the prime satellite for its DTH service.

“We are delighted to be able to support Sun Direct with additional capacity,” said Paul Brown-Kenyon, Chief Operating Officer, MEASAT. “Supporting five (5) DTH platforms in three (3) markets across two satellites, 91.5°E is one of the strongest DTH orbital slots in Asia.”

Sun Direct is one of the largest DTH operators in India with a customer base of 5.13 million which contributes 21% of the market share in the country.

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 state of art 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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