



MEASAT BRINGS SECOND 3D CHANNEL TO REGION

Kuala Lumpur, 1 November 2011 – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today that HighTV 3D had joined the MEASAT-3 / 3a video neighbourhood. HighTV 3D is the second 3D channel on MEASAT’s HD video neighbourhood.

HighTV is a 3D entertainment based channel. The channel distributes a full line-up of 3D HD programming, ranging from dramas and comedies to lifestyle and fashion. HighTV provide tens of millions of viewers with access to over 450 hours of high quality 3D content across Asia and Europe.

“MEASAT is proud to bring to Asia a second 3D channel to the Asia-Pacific region,” said Jarod Lopez, Director of Sales, Broadcast Services, MEASAT. “Working with strategic partners in key locations, we have supported the growth of HD channel distribution in Asia Pacific. The addition of HighTV 3D channel through our partner strengthens the diversity of channels on our platforms.”

The MEASAT-3/3a video neighbourhood at 91.5°E orbital slot offers a wide array of HD and SD channels including news, general entertainment, sports and factual programming.

About MEASAT

MEASAT is a premium supplier of satellite communication services to leading international broadcasters, DTH platforms and telecom operators. With capacity across a fleet of five communications satellites, MEASAT provides satellite services to over 145 countries representing 80% of the world’s population across Asia Pacific, Middle East, Africa, Europe and Australia.

The MEASAT fleet includes the state of art MEASAT-3/3a satellites at 91.5°E which support Asia’s premium DTH and video distribution neighborhood. The MEASAT fleet will be further strengthened over the next two years with the addition of AFRICASAT-1a at 46°E in Q4 2012 and MEASAT-3b at 91.5°E in Q4 2013.

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 solutions. Services include 3D, high definition and standard definition video playout, video turnaround, co-location, uplinking, broadband and IP termination services.

For more information, please visit www.measat.com.

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