



MEASAT'S HD PLATFORM REACHES 20

Kuala Lumpur, 23 June 2011 – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today an agreement with Encompass Digital Media (“Encompass”) to distribute the ESPN HD and STAR Cricket HD channels. The two ESPN STAR HD Sports channels will be brought to Asia Pacific via an Encompass’ partnership with Tata Communications. The channels will be distributed on the new Encompass MEASAT-3 MCPC platform.

ESPN HD is a high-definition 24-hour sports channel showcasing the diverse sports content from ESPN STAR Sports’ stellar line-up of premier international sports, differentiated to meet the diverse needs of Asian sports fans. STAR Cricket HD is the latest HD channel by ESPN STAR Sports, dedicated to showcasing first-class cricket action from around the globe in high-definition. The channel offers the most comprehensive cricket coverage including live cricket events, cricket news update, magazine and reality shows.

“We are glad to be working with Encompass on adding two HD channels via a new Encompass’ MCPC platform on our MEASAT-3 satellite,” said Jarod Lopez, Director of Sales, Broadcast Services, MEASAT. “With the inclusion of ESPN HD and STAR Cricket HD, MEASAT’s HD neighbourhood now features 20 channels across Asia Pacific.”

“This expanded partnership with MEASAT will bring two of the world’s most popular sporting channels to the region and is a testament to Encompass’ commitment to bringing the best broadcast content and quality to viewers here,” said Deepakjit Singh, Managing Director of Asia at Encompass Digital Media.

The MEASAT-3/3a satellites, located at the 91.5°E orbital hot slot, provides premium video distribution services for the Asia-Pacific region. The existing satellites will be joined at 91.5°E by the MEASAT-3b satellite planned to be launched end 2013.

About Encompass Digital Media

Encompass, a leader in digital media services, owns and operates state-of-the-art, broadcast facilities throughout the United States, United Kingdom and Asia. The company's mission-critical, media services provide broadcasters, cable networks, corporations and government entities with customised solutions for the management and distribution of content. In Singapore, Encompass is a partner to the biggest names in media, including SingTel, CNBC, Discovery Networks, MTV and BBC.

With global access to large satellite and fiber footprints, Encompass has 24/7/365 Teleport facilities and technical personnel in Los Angeles, CA; Atlanta, GA; New York, NY; Stamford, CT; Lino Lakes and Minneapolis, MN; Burbank, CA; London, U.K.; and Singapore. The company employs unparalleled expertise through its full range of service offerings such as network origination; centralcasting; cable neighborhood platforms; disaster recovery; satellite and fiber transmissions (full time and occasional use); a fleet of satellite uplink trucks; digital media encoding services; digital file transfers via satellite, fiber and IP; emergency communications; governmental SATCOM; production studios; and video production services.

For more information, please visit www.encompass.asia

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-3 and MEASAT-3a satellites co-located at the Company's key orbital slot of 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 3D, 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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