



MEASAT SIGNS UP SETANTA SPORTS WITH GLOBAL CROSSING

Kuala Lumpur, 29 March 2011 – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today an agreement with Global Crossing to distribute the Setanta Sports Channel (“Setanta Sports”) via the MEASAT-3a satellite.

Setanta is an international sports broadcaster. The company was founded in 1992 and today has operations in Ireland, Canada, Australia, Asia and Africa. Setanta owns and operates premium sports TV Channels made available on a subscription basis to residential and commercial customers through satellite, cable, broadband and mobile distribution.

“It is our pleasure to collaborate with Global Crossing to distribute Setanta Sports to Asia Pacific,” said Jarod Lopez, MEASAT’s Director of Sales, Broadcast Services. “With Setanta Sports bringing to eight (8) the number sports channels on the MEASAT-3/3a video platform, 91.5°E is fast becoming the prime location for quality sports content in the region,” he added.

The MEASAT-3/3a video neighbourhood at 91.5°E distributes premium SD and HD channels throughout Asia, Australia and the Middle East. Leveraging MCPC and SCPC platforms operated by partners, the satellites distribute News, Lifestyle, Music, General Entertainment, Sports and Documentary channels. With 16 HD channels on board the platform, MEASAT is leading the HD channel distribution in the region.

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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