



JIMJAM TO BE DISTRIBUTED VIA MEASAT-3

HONG KONG, 29 October 2008 - MEASAT Satellite Systems Sdn. Bhd. ("MEASAT") and JimJam Television Ltd. announced today an agreement to use the MEASAT-3 satellite for the distribution of the JimJam channel throughout the Asia Pacific, Middle East and Eastern Africa regions.

"Working with MEASAT is an integral and very welcome part of our distribution strategy for JimJam in Asia and the channel's expansion beyond Europe and the Middle East. MEASAT-3 provides us with the means to maximize distribution across the region," said Wayne Dunsford, General Manager of JimJam.

"We are delighted to be working with JimJam channel, distributing this channel through the MEASAT-3 platform. The addition of JimJam adds to the variety of worldclass content available in our ever expanding 91.5E video neighbourhood" said Terry Bleakley, Vice President, Commercial Operations, MEASAT.

A channel for pre-schoolers, JimJam features a lively programming mix of the world's favourite animations, sing-a-long fun and captivating story-telling. JimJam's program line-up includes; **Thomas and Friends™**, **Bob the Builder™**, **Fireman Sam™**, **Oswald™**, **Rubbidubbers™**, **Kipper™**, **Igloo-Gloo™**, **Barney and Friends™** and coming soon **Pingu™** and **Angelina Ballerina™**. The channel was acquired in September 2007 as part of a joint venture partnership between Chellomedia, a Liberty Global company, and HIT Entertainment.

About MEASAT

MEASAT is a premium supplier of satellite communication services to Asia's leading broadcasters, DTH platforms and telecom operators. With the recent commissioning of AFRICASAT-1, the MEASAT fleet is able to provide satellite capacity over 145 countries representing 80% of the world's population across Asia Pacific, Middle East, Africa, Europe and Australia. The fleet will be further enhanced with the launch of MEASAT-3a, providing additional capacity and in-orbit redundancy at the Company's key 91.5E orbital video slot.

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, collocation, uplinking and IP termination services.

For more information, please visit www.measat.com

About JimJam

JimJam is a pre-school television channel created for children aged 1 – 6 and their parents and carers. JimJam features a lively programming mix of the world's favourite children's television shows, sing-a-long fun, puppets, animation and captivating story-telling. The best loved and most trusted names in children's television come out to play on JimJam, including Thomas and Friends™, Bob the Builder™, Fireman Sam™ and Barney and Friends™. The channel offers children and their families a stimulating and safe environment in which kids can learn as they grow. JimJam is available in all local languages around the world. JimJam launched in Italy in 2006 on SKY Italia, broadcasting to over four million subscribers. The channel was acquired in September 2007 as part of a joint venture partnership between Chellomedia, a Liberty Global company, and HIT Entertainment, to launch and distribute JimJam internationally.

On the web: www.jimjam.tv

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