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**MEASAT-3 TO SUPPORT SOLAR ENTERTAINMENT'S INTERNATIONAL EXPANSION PLANS**

**Kuala Lumpur, 3 August 2007** - MEASAT Satellite Systems Sdn. Bhd. ("MEASAT") announced today the signing of an agreement with Solar Entertainment Corporation ("Solar") to extend the term of their current agreement with MEASAT, while transferring their services from MEASAT-1 to MEASAT-3.

With more than 600 cable head-ends currently receiving their channels in the Philippines, Solar will now extend distribution into international markets. Solar's entertainment and sports bouquet comprises Jack TV, ETC, 2<sup>nd</sup> Avenue, Basketball TV, Crime and Suspense, Solar Sports and terrestrial network RPN-9's "Pare" primetime block.

"Since 2004, MEASAT has proudly served Solar for the distribution of its channels via the MEASAT-1 satellite," said Terry Bleakley, MEASAT's Vice President – Sales & Marketing. "We are delighted with the continuation of this partnership to support Solar's expansion plans into new markets through the extensive coverage offered by MEASAT-3 over Asia, the Middle East, Africa and Eastern Europe."

Ralph S. Roy, Solar's Senior Vice-President for Business Development & Operations said, "MEASAT has provided us with very reliable service over the years. It is no question why we continue to work with them. The migration to MEASAT-3 will be a big advantage to us, particularly when we move forward with our plans for the distribution of our services to territories outside of the Philippines."

**About MEASAT**

MEASAT is a premium supplier of satellite communication services to Asia's leading broadcasters, DTH operators and telecom operators. The MEASAT satellite fleet, comprising MEASAT-1, MEASAT-2 and the state-of-the-art MEASAT-3 satellites, provides services to over 100 countries, representing more than 70% of the world's population. The fleet will be further enhanced in 2008 with the launch of the MEASAT-1R satellite.

Leveraging facilities at the MEASAT Teleport and Broadcast Centre, and working with a select group of world-class media partners including Astro, Pacific Century Matrix and STT, MEASAT provides a complete range of broadcast services including video playout, up-linking, and video turnaround to and from the key European and North American markets.

For more information, please visit the Company's website at [www.measat.com](http://www.measat.com)

## **About Solar**

**Solar Entertainment Corp**, based in Makati Philippines, is an established media company with prominent positions in broadcast and cable television. It is the recognized Philippine leader in the creation, promotion and distributions of entertainment and sports programming services.

Solar's established cable network brands include the following: **Solar Sports**, the first channel tailor made for the Filipino Sports Fans, **Basketball TV**, the first 24/7 channel that showcases only basketball games and features from NBA, FIBA, NBA Euroleague, US NCAA and WNBA among others, **ETC (Entertainment channel)**, has a variety of the most popular foreign entertainment show like the Today Show, Jay Leno and Saturday Night live, **Jack TV** is geared towards the young, adventurous, thrill seeking adult, The newest cable brand is **CS (Crime and Suspense)** ,taps into the addictive and compelling appeal of the genre, and **2<sup>nd</sup> avenue** is an extension of ETC but programmed for the more sophisticated viewers, its program line up includes ELLEN and Sex and the City among others, lastly, **RPN Pare!**, the first ever free TV program block with shows catering to the male audience, the primetime grid is a mix of Sports and entertainment both local and foreign. Plus, **SHOP TV**, a 24-hour Home TV Shopping Channel.

A private corporation, Solar's strength lies in its entrepreneurial drive, market knowledge and credibility, backed up with the financial muscle facilitating quick decision making to take advantage of market opportunities in both entertainment and sports. Over-all Solar has a total assets of US \$20 million invested in the Philippine entertainment business.