

## ***Europe Media Port (EMP) Expands Occasional Use services on MEASAT-3/3a***

Nicosia, Cyprus – October 5 2009 – Europe Media Port (“EMP”) and Asian satellite operator MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today a new agreement to provide enhanced satellite connectivity between Europe and Asia. Combining the newly-launched MEASAT-3a Asian video distribution satellite, and EMP’s strength as a European gateway teleport, the agreement offers broadcasters a complete range of Occasional Use services.

The MEASAT - EMP agreement provides East-West connectivity with bandwidth slices from 4.5 to 36MHz in time increments from ten minutes and up. This flexibility is complemented by the teleport’s turn-around capabilities to and from a wide range of European and Atlantic satellites or via major fiber networks. MEASAT-3a, launched in June 2009, and co-located with MEASAT-3 at 91.5° East, has been designed to expand video distribution services across the region from Australia across Asia to the Middle East, East Africa and Eastern Europe.

“With this new service, Europe and Asia just got a whole lot closer,” said Christopher Slaney, EMP’s Director of Business Development. “Looking at MEASAT-3/3a we see a great potential for carrying sports feeds, news coverage and special events between these two major TV markets. EMP can downlink feeds from satellites as far away as 45°West and we sit across several major fiber networks. Our Europe to Asia Occasional Use rates is going to be very attractive.”

“We are delighted to partner with EMP to provide OU services between Asia and Europe,” said Terry Bleakley, MEASAT’s Vice President, Commercial Operations. “MEASAT-3a, expands capacity at our key orbital location of 91.5° East orbital location by 50 percent and with a C-Band footprint covering close to 110 countries we can provide more choice to EMP’s for Ad Hoc solutions.”

This is EMP’s second collaboration with MEASAT. In 2007, the teleport at Nemea, Greece was used to support the relocation of the MEASAT-1 satellite, subsequently renamed AFRICASAT-1, before providing customer uplink onto the satellite.

**About EMP:**

*EMP, Europe Media Port, located in Greece, is a global provider of transmission services via satellite, fiber and IP. EMP delivers the highest quality transmissions of data, IP, video and audio to broadcasters, teleports, satellite operators, enterprises, ISP providers, PTP data carriers and governments.*

*With an ideal European location, EMP accesses all satellites in the 45° West to 90° East range, covering Europe, the Middle East, Africa and most of 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 newly launched 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.*

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