



## **Breaking News**

### **VOOM HD TO BE DISTRIBUTED ACROSS ASIA, THE MIDDLE EAST AND EASTERN AFRICA ON MEASAT-3**

**Kuala Lumpur, 05 November 2007** – VOOM HD Networks (“VOOM HD”), Ascent Media Pte. Ltd. (“Ascent Media”) and MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today the signing of an agreement to distribute the VOOM HD channel across Asia, the Middle East and Eastern Africa.

A pioneer in HD television, VOOM HD Networks features the largest suite of HD content in the world. The VOOM HD channel—available as a 24/7 feed, delivered in 1080i format high-definition with Dolby Digital 5.1 audio delivering six channels of surround sound—offers a premier line-up of top-quality HD programming on such topics as adventure travel, fashion, luxury lifestyle, art, live concerts, action sports and video gaming.

“With the Asian market at a tipping point for HDTV adoption, the demand for compelling and high-quality HD programming has grown exponentially,” said Glenn Oakley, VOOM’s Senior Vice President, Global Operations & Business Development. “We developed our global channel to help fill this void, and MEASAT and Ascent Media—both forward-thinking companies—offer the perfect vehicle with which to do so.”

“Ascent Media is pleased to provide VOOM HD with the distribution services from our facility in Singapore,” said Wee Way Kiat, Managing Director, Ascent Media Network Services Asia. “Our collaboration with MEASAT, a major satellite operator in Asia, enables us to extend our HD expertise and services to VOOM HD and other international broadcasters looking to launch their HD services across Asia.”

“MEASAT is honoured to be selected as the Asia-Pacific satellite operator to distribute the VOOM HD channel across the region,” said Terry Bleakley, MEASAT’s Vice President – Sales & Marketing. “The recently launched MEASAT-3 satellite, to be joined next year by MEASAT-1R, provides an ideal platform for the expansion of VOOM HD’s business into the region.”

#### **About VOOM HD Networks**

VOOM HD Networks comprise the world’s largest suite of high-definition content for distribution through satellite and cable operators. Produced exclusively in true high-definition and 5.1 Dolby digital surround sound, VOOM HD Networks’ 15 HDTV channels are available in the U.S. on Echostar’s DISH Network and Cablevision’s iO digital cable service, and carry programming in categories as diverse as sports, movies, fashion, music and art. A 24/7 linear VOOM HD channel is available internationally and is currently distributed in Asia, Europe and the Middle East. Select VOOM HD programming is also available worldwide and has been licensed to viewers in more than 150 countries. Building on parent company Rainbow Media Holdings LLC’s history of original programming innovation, VOOM HD was developed to meet the growing worldwide demand for quality high-definition programming. For more information, visit [www.voom.com](http://www.voom.com).

### **About Ascent Media Network Services**

Ascent Media Network Services (AMNS) specialises in network origination, content distribution and systems consulting, engineering, integration and support, with content distribution facilities in Los Angeles, CA; New York, NY; Stamford, CT; Minneapolis, MN; London, England and Singapore. AMNS is part of Santa Monica, CA-based Ascent Media Group, which provides a wide range of services to the media entertainment industries and is a wholly-owned subsidiary of Discovery Holding Company (NASDAQ: DISCA, DISCB). For further information, visit [www.ascentmedia.com](http://www.ascentmedia.com).

### **About MEASAT**

MEASAT is a premium supplier of satellite communication services to Asia's leading broadcasters, DTH platforms and telecom operators. The MEASAT satellite fleet provides satellite capacity over 100 countries representing more than 70% of the world's population across Asia, Middle East and Eastern Africa. 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 partners 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 [www.measat.com](http://www.measat.com)

### **Press Contacts**

Marylou Johnston, Priority Public Relations  
+33 687 77 49 89 / [Marylou@prioritypr.net](mailto:Marylou@prioritypr.net)

Sally Reid, Ascent Media Network Services  
+44 020 7878 0000 / [sally.reid@ascentmedia.co.uk](mailto:sally.reid@ascentmedia.co.uk)

Kristien Brada-Thompson, Priority Public Relations  
1-661-964-0333 / [Kristien@prioritypr.net](mailto:Kristien@prioritypr.net)

Joanna Ng, MEASAT  
+60 (3) 8213 2151 / [joannang@measat.com](mailto:joannang@measat.com)

Marlea Willis, VOOM HD Networks  
1-646-273-7375 / [mwillis@rainbow-media.com](mailto:mwillis@rainbow-media.com)