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### MEASAT-1 to Broadcast Celestial Movies

**Kuala Lumpur, 5 May 2006** – MEASAT Satellite System Sdn. Bhd. (“MEASAT”) announced today that Celestial Movie Channel Limited (“Celestial Movies”), the pay-TV networks of Celestial Pictures Ltd, has entered into an agreement with MEASAT for MEASAT to provide uplink and satellite distribution for the Celestial Movies branded channel in Singapore, Malaysia, Indonesia and Brunei.

Reaching 11 countries, Celestial Movies features the most current Chinese blockbusters, internationally acclaimed Japanese and Korean titles, behind-the-scenes interviews with the hottest stars and directors, entertainment news and film award ceremonies. The channel will be carried on the MEASAT-1 satellite, to be collocated with MEASAT-3 at the 91.5°E orbital location.

“We are very pleased that Celestial Movies has transferred the payout and broadcast of these channels onto the MEASAT platform,” said Diego Sutachan, Vice-President of Sales & Marketing. “With the launch of the MEASAT-3 satellite later this year, with a footprint able to reach over two thirds of the world’s population, MEASAT is building a strong international video neighbourhood of quality channels at the 91.5°E broadcasting hotshot. We look forward to supporting Celestial Movies as they expand their broadcasting operations across the region,” Mr. Diego concluded.

“With our affiliates already receiving signals from MEASAT-1, MEASAT is the natural choice to broadcast Celestial Movies in Southeast Asia,” said William Pfeiffer, Chief Executive Officer, Celestial Pictures. “MEASAT’s footprint is the most suitable for channel distribution in these areas of Asia. Celestial Pictures will have the flexibility to add new channels and channel feeds on MEASAT’s Multi Channels Per Carrier platform at a competitive cost with MEASAT’s technical team providing assistance to integrate playback with uplink in the most seamless manner.”

## **About MEASAT**

MEASAT is a premium supplier of satellite communication services to Asia's leading broadcasters, DTH operators and telecom providers. Currently operating a two satellite network, MEASAT provides video distribution services across East and South East Asia, Indochina, South Asia and Australia. The launch of MEASAT-3 in 2006, and MEASAT-1R in 2007, will extend the reach of the MEASAT fleet, providing customers with a satellite able to reach Pay-TV operators in over 100 countries, representing more than 70% of the world's population.

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 CELESTIAL MOVIES**

In 2003, Celestial Pictures launched CELESTIAL MOVIES, the 24-hour movie channel bringing the most current Chinese blockbusters to the world. The channel also showcases internationally acclaimed titles from Japan and Korea, and features behind-the-scenes, interviews with the hottest stars and directors, entertainment news and film award ceremonies. Currently the most broadly distributed Chinese-movie channel, CELESTIAL MOVIES is now available in Mainland China, Hong Kong, Macau, Taiwan, Malaysia, Singapore, Indonesia, Brunei, Thailand, Australia and New Zealand.

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

## **About Celestial Pictures Limited**

Celestial Pictures is a diversified entertainment company focusing on Asian-language film and television content including production, aggregation, distribution and the operation of TV channels. In 2003, Celestial Pictures launched CELESTIAL MOVIES, which has expanded to 11 territories across Asia Pacific, making it the most broadly distributed 24-hour Chinese-movie channel. The company launched its second TV brand in February 2006; WaTV is the first infotainment channel wholly dedicated to the trendy youth lifestyle of the "new China".

Headquartered in Hong Kong, the company owns the Shaw Brothers film library, the world's largest Chinese film collection. Celestial Pictures is restoring the Shaw Brothers movies and distributing these films into cinemas and the worldwide television and home video markets. With its synergistic businesses in movie and television channels, Celestial Pictures is one of the few truly integrated media companies in Asia. Celestial Pictures is a subsidiary of ASTRO ALL ASIA NETWORKS plc (ASTRO).

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