



MEASAT-1 To Distribute World Fashion Channel

Kuala Lumpur, 7 April 2006 – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today that Hong Kong based Pacific Century Matrix (HK) Ltd. (“PCM”), a leading provider of satellite-based television broadcast services, had signed an agreement for capacity on the MEASAT-1 satellite for the distribution of World Fashion Channel (“WFC”).

PCM will provide a complete technical solution for WFC including encryption, multiplex and uplink facilities on PCM's broadcast platform on the MEASAT-1 satellite. PCM will also manage WFC's Asian distribution and affiliate sales business, providing representation and business management for the World Fashion brand in Asia-Pacific. "The MEASAT-1 satellite perfectly complements PCM's tailored distribution strategy for the World Fashion Channel in East Asia. The satellite also provides for easy, seamless migration to MEASAT-3, which will be able to reach over two thirds of the world's population, in the same 91.5°E neighbourhood." said Sean Langston, Director of Sales & Business Development for Pacific Century Matrix. PCM will operate a full-power MCPC broadcast platform on the MEASAT 3 satellite, upon its availability later this year, from its Hong Kong-based digital broadcast facility.

WFC, which carries the most recent runway shows from famous designers, the latest collections and fashion news, will be distributed across the South East and North East Asian markets on MEASAT-1. "We are delighted to have PCM and MEASAT as our partners," said Mr. Igor Udalov, President of World Fashion Channel, "and we are honoured to represent fashion from the entire world in yet another corner of Asia."

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, visit the Company's website at www.measat.com.

About Pacific Century Matrix

Pacific Century Matrix (HK) Ltd. is a leading provider of satellite-based television broadcast and broadband network solutions providing unsurpassed reach to the world's fastest growing and largest markets. With its Broadcast Center in Hong Kong, PCM offers high quality broadcast services on premium MCPC satellite platforms, and a wide range of added value services including global contribution links and channel distribution to Asian cable networks. In addition to MEASAT-3, PCM provides broadcast distribution services via the AsiaSat 3S satellite.

Complementing its core business of broadcast services, PCM delivers broadband telecommunications services to businesses throughout Asia Pacific and the Middle East, by satellite and fibre. These services include Internet Access via multiple MCPC DVB/IP and SCPC platforms, Corporate VSAT, and VOIP. For more information, please visit the Company's website at www.pc-matrix.com.

About World Fashion Channel

World Fashion Channel is the first channel that helps you learn all the hottest news in the fashion world. It is a glossy video magazine about fashion, style and celebrities' lives! It is also a very unique mix of fashion, news and music available 24 hours a day, 7 days a week. World Fashion Channel has strong relationships with world-known designers and fashion houses such as Dolce & Gabbana, Armani, Chanel, Dsquared2, Versace and many more. This ensures unparalleled timeliness, reliability and accuracy in the information we provide to our viewers.

Our target audience is comprised of bright, successful people who enjoy life and appreciate quality. World Fashion Channel delivers interesting and useful information about top-models' lives, backstage stories, photo session reports, and professional opinions about the present world of fashion. We also feature music videos, trendy events, retro fashion returns and creatively edited fashion shows. World Fashion Channel first launched in June 2005, and today it has a potential TV audience of 1.5 billion viewers. For more information, visit the Company's website at www.worldfashion.tv.

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