



ARUNA CHANNEL TO BE DISTRIBUTED VIA MEASAT-3

Kuala Lumpur, 8 April 2008 - MEASAT Satellite Systems Sdn. Bhd. ("MEASAT") announced today the signing of an agreement with ALL ASIA MULTIMEDIA NETWORKS FZ-LCLC ("AAMN") to distribute the Astro ARUNA Channel ("ARUNA") on the MEASAT-3 satellite.

"We are pleased to be selected by AAMN to distribute this exciting Indonesian language drama channel on the MEASAT platform," said Terry Bleakley, MEASAT's Vice President, Sales and Marketing. "MEASAT-3's Global C-Band footprint provides an excellent distribution platform for broadcasters offering access to over 160 million TV households across the Asia Pacific region".

Commenting further, Terry Bleakley said, "MEASAT continues to expand the MEASAT-3 video neighbourhood. Today, the satellite provides a high quality video distribution platform for both SD and HD content."

"Since its launch, ARUNA has attracted interest from traditional pay TV and IPTV platforms operators from Europe, Americas and the Middle East. The extensive footprint and efficiency in delivery offered by MEASAT effectively eliminate one of the most challenging tasks in provisioning content to niche audiences over extensive geographical areas," said ARUNA's spokesperson.

About MEASAT

MEASAT is a premium supplier of satellite communication services to Asia's leading broadcasters, DTH platforms and telecom operators. With the recent commissioning of AFRICASAT-1, the MEASAT fleet is able to provide satellite capacity over 145 countries representing 80% of the world's population across Asia Pacific, Middle East, Africa, Europe and Australia. The fleet will be further enhanced in 2008 with the launch of MEASAT-3a, providing additional capacity and in-orbit redundancy at the Company's key 91.5E orbital video slot.

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, collocation, uplinking and IP termination services.

For more information, please visit www.measat.com

About ARUNA

ARUNA is the first 24 hour channel dedicated to Indonesian drama series, devoted and tailored specifically for women and all drama lovers. Astro ARUNA selects only the best prime-time series and top rating show featuring the biggest Indonesian stars. The line-up is breathtaking. There is also a constant flow of new drama series being produced by leading producers, with more than 50 hours of new episodes every week, including 40 hours of first-run world-wide premiers every month. Astro ARUNA is the ultimate experience for all drama lovers.

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