



MEASAT-3 TO DISTRIBUTE THE BIOGRAPHY CHANNEL®

Kuala Lumpur, 27 May 2008 – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today an agreement with AETN All Asia Networks Pte Ltd (“AAAN”) to distribute The Biography Channel® on the MEASAT-3 satellite.

“We are delighted that AAAN has, with an increasing number of broadcasters, chosen MEASAT-3 for the distribution of their new channel.” said Terry Bleakley, Vice President, Sales & Marketing, MEASAT. Commenting further Terry said, “With four MCPC platforms now operating on the satellite from Hong Kong, Singapore & Kuala Lumpur, and additional platforms planned for South Asia and Middle East, broadcasters have an increasing number of options to access the satellite.”

The Biography Channel®, dedicated to presenting engaging and in-depth profiles of the world's most interesting people, will utilize MEASAT-3 to reach pay-TV operators across the region. At launch, the channel will be available on StarHub (Channel 95) in Singapore and on cable platforms in the Philippines. Additional distribution agreements are expected in the coming months.

Louis Boswell, General Manager of AAAN said, “MEASAT has been a proven partner and we look forward to extending the relationship well into the future. We are excited about the launch of The Biography Channel in SEA as it reinforces our position as a premium regional broadcaster and marks our commitment to delivering a diverse mix of high quality entertainment and award winning series to viewers across the region. I firmly believe that the channel will be a strong performer and will further enrich the media landscape in SEA.”

Having signed agreements last year to distribute The History Channel® and Crime & Investigation Network™, the agreement to distribute The Biography Channel® brings to three the number of AAAN channels distributed on MEASAT-3.

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 to 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 at the Company's key 91.5°E orbital 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 AETN All Asia Networks

AETN All Asia Networks Pte. Ltd. ("AAAN") is a joint venture between A&E Television Networks and ASTRO All Asia Entertainment Networks Limited – a subsidiary of ASTRO ALL ASIA NETWORKS plc. AAAN builds and operates branded channels and services across South East Asia, Hong Kong and Taiwan. Headquartered in Singapore, AAAN also has operations in Kuala Lumpur, Malaysia. AAAN launched The History Channel and Crime and Investigation Network around the region in 2007.

About The Biography Channel

BIO proves that the truth about people is always more entertaining than fiction. The channel features real stories about real people and their real lives: up close and personal, always unfiltered. BIO original series uncover the real drama in people stories: everyday situations with a twist; celebrities going off-script and paranormal events. BIO is the home to the Emmy[®]-Award winning *Biography*[®] series profiling personalities such as Vera Wang, Angelina Jolie, Elton John, Michelle Kwan, Chiang Kai Shek and Kim Jong Il, as well as real-life series including *Family Plots* and *Flip This House*. For more information, please visit www.biochannelasia.com

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