

# MEASAT

## Breaking News

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### **Live Broadcast of 22nd SEA Games through MEASAT**

**KUALA LUMPUR, 8 October 2003** – Binariang Satellite Systems Sdn. Bhd., the owner and operator of the MEASAT satellite network, today announced that Vietnam Telecom International (VTI) had signed an agreement to use MEASAT's regional satellite network to distribute coverage of the 22nd Southeast Asian (SEA) Games. Hosted in Vietnam, the region's premier sporting event will run from 5 December to 14 December 2003, and will be broadcast to millions of viewers across the greater Asian region.

"We are delighted to work closely with VTI to help distribute the 22nd SEA Games across Asia" said Paul Brown-Kenyon, MEASAT's Vice President of Sales and Marketing. "We have provided capacity for distribution of the 21st SEA Games, as well as a multitude of other live entertainment events throughout the region, and are excited to be asked to support the games again this year."

Working hand in hand with VTI, the official up-linking service provider for the Games, MEASAT will support this distribution need using capacity on both the MEASAT-1 (91.5o East) and MEASAT-2 (148o East) satellites. Through MEASAT's agreement with VTI, the region's broadcasters will be assured access to high quality satellite services, ensuring the reliable transmission of the region's leading sporting event.

#### **Binariang Satellite Systems Sdn. Bhd.**

Binariang Satellite Systems Sdn. Bhd. is the owner and operator of the MEASAT satellite system. The MEASAT system a leading supplier of satellite services to Asian DTH operators, hosting one of the strongest neighborhoods of South East Asia broadcasters and telecommunications providers. With the launch of its 3rd satellite in 2005, the company will be able to provide high quality satellite capacity spanning two thirds of the world's population.

For more information, please visit [www.measat.com](http://www.measat.com)