



## Breaking News

### **FOOD NETWORK IS EIGHTH HD CHANNEL TO JOIN MEASAT-3/3a NEIGHBORHOOD**

**Kuala Lumpur, 5 Nov 2009** – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”), Ascent Media Pte. Ltd. and Scripps Networks Interactive announced today that an agreement had been signed to distribute the Food Network in High Definition (“HD”) across the Asia-Pacific region via the MEASAT-3a satellite.

Food Network, owned and operated by Scripps Networks Interactive, is a lifestyle network committed to exploring new and different ways to approach food -- through pop culture, competition, adventure, and travel -- while expanding its repertoire of technique-based information.

“Given the remarkable success of the Food Network brand in the United States, it’s natural to bring this popular genre to Asia where food is such an important part of culture and tradition,” said Greg Moyer, President, Scripps Networks International. “We’re pleased to introduce the best of Food Network’s talent and content, along with original programming produced in the region, to this new part of the globe.”

Ascent Media will provide a complete file-based workflow and automated play-out system in a shared network environment. Ascent will also handle the management of Scripps’ vast library of digital media and archived tape assets.

“We were pleased to be chosen as the end-to-end provider for Food Network in Asia-Pacific. By utilizing our Common Playout Platform, Scripps was able to reduce implementation time from months to days,” said Jose Royo, Chief Executive Officer of Ascent Media. “We aim to offer our clients a more efficient solution for launching programming across international markets.”

“We are witnessing a growing demand for lifestyle HD programming in the Asia-Pacific Region,” said Terry Bleakley, Vice President, Commercial Operations, MEASAT. “We are delighted to have Food Network join our ever expanding bouquet of HD channels.”

Scripps Networks Interactive is the majority and controlling owner of the Food Network. Available in more than 99 million U.S. television households, Food Network has been widely credited for redefining the television food genre and for launching the careers of many of the country’s best-known celebrity chefs. Previously, the company concentrated on syndicating its branded programming internationally. Scripps Networks programming has been successfully syndicated to 170 countries. This distribution agreement represents a new direction for the company’s international development efforts, which are now focused on identifying distribution and programming partners around the globe and investing in existing or new lifestyle channels.

## **About MEASAT**

MEASAT is a premium supplier of satellite communication services to Asia's leading broadcasters, DTH platforms and telecom operators. Operating four communications satellites, 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. With the newly launched MEASAT-3a satellite located at the Company's key orbital slot at 91.5°E, the MEASAT fleet has a total of 100 transponders across four satellites.

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, co-location, uplinking and IP termination services.

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

## **About Scripps Networks Interactive**

Scripps Networks Interactive is one of the leading developers of lifestyle-oriented content for television and the Internet, where on-air programming is complemented with online video, social media areas and e-commerce components on companion Web sites and broadband vertical channels. The company's media portfolio includes: Lifestyle Media, with popular lifestyle television and Internet brands HGTV, Food Network, DIY Network, Fine Living Network (FLN) and country music network Great American Country; and Interactive Services, with leading online search and comparison shopping services BizRate and Shopzilla.

## **About Ascent Media**

Santa Monica, California-based Ascent Media Group, LLC is a wholly-owned subsidiary of Ascent Media Corporation (Nasdaq: ASCMA). With more than 40 facilities worldwide, Ascent Media Group is a leading provider of fully integrated, end-to-end services for the global digital media supply chain. Guided by our entrepreneurial culture, we blend breakthrough creative with emerging technologies to deliver some of the most advanced and innovative solutions to help film and television studios, independent producers, broadcast networks, cable channels, advertising agencies and other companies make, manage, move and monetize their digital media.

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