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## **RAINBOW MEDIA'S SUNDANCE CHANNEL AND WE TV BREAK NEW GROUND IN ASIA THROUGH MEASAT AND ASCENT MEDIA**

### **Move Expands MEASAT's HD Lineup While Ascent Enables Continued International Growth for its Customers**

Kuala Lumpur, 11 Nov 2009 – Rainbow Media, MEASAT Satellite Systems Sdn. Bhd. ("MEASAT"), and Ascent Media Pte. Ltd. announced today that an agreement was signed to distribute Sundance Channel and WE tv across the Asia-Pacific region via the MEASAT-3a satellite. The channels will be distributed in high and standard definition. Today's agreement marks a milestone for both brands, which will be made available for the first time throughout Asia.

Under the agreement, Ascent Media will deliver a complete file-based workflow and fully automated playout system, operated in a shared network environment, and will provide the HD uplink to the MEASAT-3a satellite. Ascent's world-leading talent will also create promotional spots for both channels suited to the Asian market, as well as provide other post-production services.

"We are pleased to announce this significant deal, which paves the way for the Sundance Channel and WE tv to be available in Asia for the first time," said Ed Carroll, Chief Operating Officer, Rainbow Entertainment Services. "Working with MEASAT and Ascent, we are looking forward to Sundance Channel expanding its reach into another major world market and the launch of WE tv beyond the United States."

"We are fortunate to be working once again with Rainbow Media and Ascent Media for the distribution of Rainbow Media's latest HD initiative in Asia. Our collaboration with Rainbow Media dates back to 2007 when VOOM HD, the first HD channel on MEASAT-3, was launched in Asia. The addition of Sundance Channel and WE tv strengthens our position as the leader of HD channel distribution in the region," said Terry Bleakley, Vice President, Commercial Operations, MEASAT.

"We are pleased to provide Rainbow Media with an end-to-end solution that allows them to quickly and efficiently expand their presence in another international market," said Jose Royo, Chief Executive Officer, Ascent Media Group. "Media companies of all kinds are increasingly looking for ways to implement more efficient operations and our shared HD platform provides a cost-effective solution for networks to continue to expand in a difficult economic environment."

Under the creative direction of Robert Redford, Sundance Channel ([www.sundancechannel.com](http://www.sundancechannel.com)) reaches more than 33 million subscribers in the U.S. The Sundance Channel schedule is highlighted by acclaimed programming such as: original series, *Man Shops Globe* and *Lazy Environmentalist*; the premiere limited series *100 Mile Challenge*; the theatrical special film presentation, *King Lear* starring Academy-Award® nominee, Sir Ian McKellen; and coveted

indie films like *Theater of War* starring Academy-Award®-winning actors Meryl Streep and Kevin Kline.

Available in nearly 74 million U.S. households, WE tv ([www.WEtv.com](http://www.WEtv.com)) is the premier source for women looking to satisfy their curiosity with fascinating, original stories and entertaining, informative content that is relevant to key stages of their lives. WE tv features such signature series as *Bridezillas*, *Amazing Wedding Cakes*, and *The Locator*.

#### **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 Ascent Media Group**

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.

#### **About Rainbow Media Holdings LLC**

Rainbow Media Holdings LLC is a subsidiary of Cablevision Systems Corporation (NYSE: CVC). Rainbow Media is a leading producer of targeted, multiplatform content for global distribution, creating and managing some of the world's most compelling and dynamic entertainment brands, including AMC, IFC (The Independent Film Channel), WE tv, Sundance Channel, and IFC Entertainment. Through IFC Entertainment, Rainbow Media also owns and manages the following: IFC Films, a leading U.S. distributor of independent and foreign film with a unique day and date distribution model, "IFC In Theaters," that makes films available to a national audience by releasing them simultaneously in theaters as well as on cable's On Demand platform; IFC Festival Direct features titles acquired from major international film festivals and initially offers them exclusively through On Demand; IFC Productions, a feature film production company; and IFC Center, a state-of-the-art cinema in the heart of NYC's Greenwich Village. Rainbow Media also operates Rainbow Advertising Sales Corporation, an advertising sales company; Rainbow Network Communications, a full service network programming origination and distribution company; and 11 Penn TV, a company that manages Rainbow Media's NYC studios and post-production facilities.