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**MEASAT ANNOUNCES ENTRY INTO SOUTH ASIA VIDEO DISTRIBUTION MARKET  
WITH SIGNING OF NEW AGREEMENTS**

**Kuala Lumpur, 10 October 2007** - MEASAT Satellite Systems Sdn. Bhd. ("MEASAT") announced today that Pacific Century Matrix ("PCM"), a leading provider of satellite-based television broadcast solutions, has signed agreements to use the MEASAT-3 satellite for the distribution of Filmazia and Filmax. The two television channels represent the first South Asian channels to be hosted on MEASAT-3.

"The expansive coverage offered by MEASAT-3 has opened up new markets for our customers across Asia, the Middle East, Africa and Eastern Europe," said Terry Bleakley, MEASAT's Vice President – Sales & Marketing. "We are delighted to serve increasingly culturally-diverse channels on the MEASAT video neighbourhood at 91.5°E."

"South Asian broadcasters have selected the MEASAT-3 satellite for distribution because of its excellent coverage and exponentially growing presence in the region's cable neighbourhood. Our Pakistani bouquet customers, comprising premier channels such as FILMAX, FILMAZIA, INDUS VISION and MTV PAKISTAN, have all migrated their channels to our full transponder MCPC broadcast platform on MEASAT-3," said Johnny Ng, PCM's Director of Broadcast Sales, responsible for the South Asian market.

Muhammad Abid, Filmazia's CEO said, "In line with the strategic expansion of our broadcast services for Filmazia and Filmax, we are very pleased to have signed this important agreement with PCM to use the MEASAT-3 Platform. MEASAT has taken the initiative to seed antennas in Pakistan which positions them as the satellite of choice in the country. MEASAT-3's vast coverage and globally strong footprint will benefit Pakistani broadcasters who want to extend their reach from Australia to South Africa."

**About MEASAT**

MEASAT is a premium supplier of satellite communication services to Asia's leading broadcasters, DTH operators and telecom operators. The MEASAT satellite fleet, comprising MEASAT-1, MEASAT-2 and the MEASAT-3 satellites, provides services to over 100 countries, representing more than 70% of the world's population. The fleet will be further enhanced in 2008 with the launch of the MEASAT-1R satellite. Leveraging facilities at the MEASAT Teleport and Broadcast Centre, and working with a select group of world-class media partners including Astro, Pacific Century Matrix and STT, MEASAT provides a complete range of broadcast services including video playout, up-linking, and video turnaround to and from the key European and North American markets.

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

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### **About Pacific Century Matrix**

Pacific Century Matrix (HK) Ltd. is a leading provider of satellite-based television broadcast and broadband network solutions providing unsurpassed reach to the world's fastest growing and largest markets. With its Broadcast Center in Hong Kong, PCM offers high quality SD and HD broadcast services on premium MCPC satellite platforms, and a wide range of added value services including global Videolink™ contribution, playout and channel distribution to Asian cable networks..

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

### **About FilmAzia**

Filmazia Pakistan is South Asia's leading broadcast brand showcasing the best of Pakistani television. Being the most popular TV channel, FilmAzia enjoys the highest viewer ratings in Pakistan. FilmAzia prides itself on producing high quality digital picture and sound for local and international audiences. Filmazia is the brand name of LEO Communications (Pvt.) Ltd, which enjoys deep loyalty among the cable operators in Pakistan and provides seamless coordination between TV channels and cable operators.,.

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

### **About Filmax**

To be launched in November 2007, FILMAX is going to be Pakistan's premier English movie channel delivering the best of Hollywood television content from 20th Century Fox, Warner Bros, Miramax, Touchstone Pictures, DreamWorks, MGM / United Artists, Sony Pictures, Universal, Paramount,. and over 100 independent distributors.

FILMAX shall provide premium entertainment using dynamic technology and a digital satellite platform which will be accessed by 700 cable operators across Pakistan. FILMAX is going to be the first ever channel to provide its millions of viewers with English-language programs dubbed in the Urdu language.

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