



## Breaking News

### AORA JOINS MEASAT'S DTH NEIGHBOURHOOD

**Kuala Lumpur, 19 October 2010** – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today an agreement with AORA to support its the Direct-To-Home (“DTH”) service. Under the multi-transponder agreement, which involves PT Patra Telekomunikasi Indonesia as the local partner, MEASAT will provide MEASAT-3a Ku-band capacity for the AORA TV DTH service in Indonesia.

“We are delighted to have AORA as a core customer on MEASAT’s DTH platform,” said Paul Brown-Kenyon, Chief Operating Officer, MEASAT.

AORA commenced its nationwide broadcast activity on August 2008 with a 10 channel introductory service exclusively featuring the 2008 Beijing Olympics. Currently, AORA offers a variety of 25 channels across news, documentary, entertainment, movies, sports and kids programs. It plans to increase this channel offering to 50 channels in the near future.

The agreement with AORA increases to five (5) the number of DTH platforms supported on the MEASAT-3 / MEASAT-3a 91.5°E DTH neighbourhood. “With the addition of AORA, we are strengthening our DTH business position in the region,” added Paul.

#### **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 state of art 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).

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