



Breaking News

MEASAT TO BROADCAST THE 2010 ASIAN GAMES

Kuala Lumpur, 11 November 2010 – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today an agreement was signed with GlobeCast for the provision of capacity in supporting the delivery of the Asian Games. MEASAT will provide a total of two transponders on MEASAT-3 / 3a satellites to GlobeCast for its broadcast customers, to distribute the Asian Games 2010 from November 12 – 27.

“We are delighted that MEASAT is able to host the Asian Games on our platform,” said Jarod Lopez, Director of Sales, Broadcast Services, MEASAT.

Asian Games 2010, also known as XVI Asiad, is scheduled to take place in Guangzhou, China. A total of 45 countries will be taking part in 476 events from 42 sports. Held every four years, the Asian Games is the world’s second largest multi-sport event after the Olympic Games.

“MEASAT’s Occasional Usage Service (“OUS”) platform has built a solid reputation for distributing major sporting events in the Asia Pacific region,” said Jarod. “Within this year, we have distributed the FIFA World Cup, Commonwealth Games, and now the Asian Games on our platform.”

MEASAT OUS services can be booked through a simple service order, allowing customers to book capacity at short notice. The service can be provided on a single use basis or scheduled at regular intervals, and is available across the fleet of four satellites.

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.

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