



### **CELESTIAL EXPANDS CHANNEL LINE-UP ON MEASAT-3**

**Kuala Lumpur, 11 March 2008** - MEASAT Satellite Systems Sdn. Bhd. ("MEASAT") announced today that Celestial Movie Channel Limited ("Celestial Movies") has entered into an agreement with MEASAT to distribute its new CELESTIAL CLASSIC MOVIES on the MEASAT-3 MCPC video platform from April 2008.

"In 2006, we welcomed Celestial to our increasing bouquet of premium broadcasting customers on the MEASAT-3 satellite" said Terry Bleakley, MEASAT's Vice President – Sales and Marketing. "This year, we are delighted that Celestial has shown their support of MEASAT by launching their third channel on the MEASAT MCPC platform".

"We are pleased to expand our relationship with MEASAT." said Terry Mak, Executive Vice President - Distribution & TV Networks of Celestial Pictures. "CELESTIAL CLASSIC MOVIES presents Chinese movie masterpieces from the renowned Celestial's Shaw Brothers library that gives audiences access to some of the best Chinese films ever produced. With an ever expanding video neighborhood, the MEASAT-3 satellite provides one of the best video distribution platforms in the region."

#### **About MEASAT**

MEASAT is a premium supplier of satellite communication services to Asia's leading broadcasters, DTH platforms and telecom operators. With the recent commissioning of AFRICASAT-1, the MEASAT fleet is able to provide satellite capacity over 145 countries representing 80% of the world's population across Asia Pacific, Middle East, Africa, Europe and Australia. The fleet will be further enhanced in 2008 with the launch of MEASAT-3a, providing additional capacity at the Company's key 91.5E orbital slot.

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, collocation, uplinking and IP termination services.

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

### **About CELESTIAL MOVIES**

CELESTIAL MOVIES is the pay-TV flagship of Celestial Pictures Ltd., a diversified entertainment company focusing on Asian-language film and television content including production, distribution and the operation of TV channels. Headquartered in Hong Kong, the company owns the Shaw Brothers film library, the world's largest Chinese film collection. Celestial Pictures is restoring the Shaw Brothers movies, and distributing these films into cinemas, and the worldwide television and home video market. In 2003, Celestial Pictures launched CELESTIAL MOVIES, the first global 24-hour Chinese-movie channel. CELESTIAL MOVIES is currently distributed in several countries, including Mainland China, Hong Kong, Taiwan, Malaysia, Indonesia, Singapore, Brunei, Thailand, Vietnam, Australia and New Zealand. With its synergistic businesses in origination, aggregation, distribution and the operation of television channels, Celestial Pictures is one of the few truly integrated media companies in Asia.

### **About CELESTIAL PICTURES LIMITED**

Celestial Pictures is a diversified entertainment company focusing on Asian-language film and television content including production, aggregation, distribution and the operation of TV channels. In 2003, Celestial Pictures launched CELESTIAL MOVIES, which has expanded to 12 territories across Asia Pacific, making it the most broadly distributed 24-hour Chinese-movie channel. The company launched another TV brand in February 2006: WaTV is the first infotainment channel wholly dedicated to the trendy youth lifestyle of the "new China".

Headquartered in Hong Kong, the company owns the world's largest Chinese film collection including the Shaw Brothers film library. Celestial Pictures is restoring the Shaw Brothers movies and distributing these films into cinemas and the worldwide television and home video markets. With its synergistic businesses in movie and television production, distribution and channels, Celestial Pictures is one of the few truly integrated media companies in Asia. Celestial Pictures is a subsidiary of ASTRO ALL ASIA NETWORKS plc (ASTRO).

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

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