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YR ASIA TO BE DISTRIBUTED VIA MEASAT-3

KUALA LUMPUR, 12 November 2008 - MEASAT Satellite Systems Sdn Bhd (MEASAT) announced today it had signed an agreement to distribute the YR Asia channel across the Asia Pacific region via the MEASAT-3 satellite.

YR Asia Satellite TV, a new entertainment channel, offers a wide range of Chinese language variety, sports, drama, animation, lifestyle and documentary content from Net Leader Holdings global content partners. The channel is offered by Net Leader Holdings Pte, a Singapore-based international media management company.

"YR Asia is an important addition to the growing bouquet of channels on our C-Band distribution platform," said Terry Bleakley, MEASAT's Vice President, Commercial Operations. "With compelling content, YR Asia is a strong addition to our growing our Chinese speaking video neighbourhood -- which includes Celestial Movies and Jia Yu -- distributed across the expansive MEASAT-3 footprint."

About MEASAT

MEASAT is a premium supplier of satellite communication solutions 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 with the launch of MEASAT-3a, providing additional capacity and in-orbit redundancy at the Company's key 91.5E orbital video 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 further information, visit www.measat.com

YR Asia Satellite TV

YR Asia is a new entertainment channel launching in 2008. No news, no politics, YR Asia focuses purely on family entertainment and edutainment programmes. Some of the content genres available on YR Asia include Entertainment, Kids, Xtreme Action, Lifestyle documentaries, Movies and Drama.

With plans to land in more than 15 countries in Asia Pacific, YR Asia is poised to reach more than 1.2 billion Mandarin-speaking people in China and the rest of Asia Pacific. YR Asia is based and broadcasted from Singapore. For more information, visit www.yrasia.tv.