



Press Release

MEASAT- 3 SATELLITE MAKES SUCCESSFUL LAUNCH

12 December 2006

A Proton Breeze M launch vehicle, launched from the Baikonur Cosmodrome, Kazakhstan, successfully placed the MEASAT-3 satellite into orbit earlier today.

The successful launch of MEASAT-3, the first MEASAT satellite to be launched in a decade, will pave the way for a new era of enhanced communication and broadcasting services for MEASAT Satellite Systems Sdn Bhd's customers. Providing 300 per cent more capacity at the key 91.5E orbital location, MEASAT-3 is one of the region's most technologically advanced satellites. The satellite has been designed with a C-Band payload capable of reaching over 100 countries, representing 70 per cent of the world's population, and the most powerful Ku-band Direct-to-Home (DtH) coverage for over 160 million TV households in Malaysia, Indonesia and South Asia.

Commenting on the successful launch, MEASAT's Director, Yang Amat Berbahagia Tun Mohammed Hanif Omar said: "It has been a long journey, involving thousands of hours of team effort across three continents, to develop and launch MEASAT-3. We are now set to embark on a new journey that will enable us to offer our customers unparalleled service and access to the world's fastest growing markets."

Designed by satellite manufacturer Boeing Satellite Systems, working closely with MEASAT engineers, MEASAT-3 was built at the Boeing El Segundo facility, Los Angeles, USA. The Proton Breeze-M launcher was built by Khrunichev State Research and Production Space Center of Russia and launched in collaboration with International Launch Services, their US partner.

Said MEASAT's COO, Paul Brown-Kenyon:"The launch of MEASAT-3 will enhance our ability to support Malaysian and international customers. It will not only augment capacity but also enhance redundancy capabilities for customers using the MEASAT-1 satellite. Planning is already underway for the launch of MEASAT- 1R, scheduled for end 2007 / early 2008, which is

being developed to support and sustain future growth requirements for existing and prospective customers.”

Said Rohana Rozhan, CEO, Astro TV: “We are very excited that we are now able to enhance our line-up of products and services. We now have more flexibility in tailoring our services to cater to our customers’ increasingly diverse viewing preferences. Our customers can look forward to new and fresh content. In addition, there will be more vernacular programming to meet the growing appetite for local content. We are currently focused on gearing up our resources, systems and infrastructure to be ready for this substantial expansion by mid-2007.”

About MEASAT:

MEASAT is a premium supplier of satellite communication services to Asia’s leading broadcasters, DTH operators and telecom providers. Currently operating a two satellite network, MEASAT provides video distribution services across East and South East Asia, Indochina, South Asia and Australia. The launch of MEASAT-3 in 2006, and MEASAT-1R end 2007 / early 2008 will extend the reach of the MEASAT fleet, providing customers with a satellite able to reach Pay-TV operators in over 100 countries, representing more than 70% of the world’s population.

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, visit the Company’s website at www.measat.com.

About Astro:

ASTRO ALL ASIA NETWORKS plc (“Astro”) is the region’s leading cross-media operator with Direct-To-Home (DTH) satellite television services in Malaysia, Brunei and, under a licensing arrangement, in Indonesia. It is also the leading commercial radio broadcaster in Malaysia, a major publisher of TV guide and lifestyle magazines and the largest buyer and producer of TV content, as well as the country’s premiere Malay film producer. Celestial Pictures, an Astro subsidiary and home to the world’s largest Chinese film library and the Celestial Movies channel, is a major content aggregator with a global distribution network. The strength of these complementary brands has extended into interactive and multi-media services, including provision of content for mobile devices. Astro operates out of the All Asia Broadcast Centre, a fully-integrated digital broadcast and production complex in Kuala Lumpur. With a market capitalization of RM10 billion (US\$2.7 billion), Astro ranks among the top 16 companies on Bursa Malaysia.

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