

# MEASAT

## Breaking News

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### **K.C.S. Cambodia selects MEASAT for broadcast distribution**

**Kuala Lumpur, 14 September 2004** – Binariang Satellite Systems Sdn. Bhd., the owner and operator of the MEASAT satellite network, announced today that K.C.S. Cambodia Co. Ltd. (“K.C.S. Cambodia”) had signed an agreement to use the MEASAT satellite network for the distribution of their television channel.

“We are extremely excited to welcome K.C.S. Cambodia as a new video customer on the MEASAT network” said Paul Brown-Kenyon, MEASAT’s Vice President, Sales and Marketing. “Today, MEASAT supports one of the strongest neighbourhoods of broadcast customers across IndoChina and South East Asia. K.C.S. Cambodia’s choice of using MEASAT for first time satellite distribution of their channel vouches for our satellite’s neighbourhood, coverage and reliability.”

Paul Brown-Kenyon continued “We wish K.C.S. Cambodia continued success as they strengthen their position in the Cambodian market, and as expand internationally across Asia and into North America region, and look forward to a long and successful collaboration.”

#### **About MEASAT**

MEASAT is a premium supplier of satellite communication services to Asia’s leading broadcasters, telecommunications providers and DTH operators. Operating a two satellite network, MEASAT today serves customers in South East Asia, IndoChina, South Asia and Australia. The launch of MEASAT-3 in mid 2005 will provide customers with a satellite able to reach 70% of the world’s population through a single high powered C-band beam. Co-located with MEASAT-1 at 91.5°E, MEASAT-3 will also provide customers with in-orbit redundancy for both C and Ku-band services. With a new KL Teleport, opening in November 2004, MEASAT also offers a range of services to the region’s broadcasting and telecommunications companies.

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

#### **About K.C.S. Cambodia**

KCS Cambodia Company Limited was established in 1994 and is engaged in the areas of broadcasting and media, and television program sourcing and production. Its broadcasting and media businesses comprise of operating TV3 Cambodia in Phnom Penh and 4 terrestrials stations in Batdambang, Kampong Som, Kampong Cham and Siemreab; and broadcasting on 10 FM frequencies - 3 in Phnom Penh and 7 around the country. The geographical coverage is 95%, extensively reaching most urban and provincial population to bring the best of broadcasting and media entertainment to Cambodia.