



MEASAT INTRODUCES ASIAN HIGH DEFINITION TELEVISION DISTRIBUTION PLATFORM

Kuala Lumpur, 16 July 2007 - MEASAT Satellite Systems Sdn. Bhd. ("MEASAT") announced today the development of a High Definition (HD) Television Distribution Platform to meet the needs of international broadcasters distributing HD content across the wider Asia-Pacific region. The platform was recently showcased at the CommunicAsia 2007 exhibition in Singapore.

Developed with Ascent Media and Pacific Century Matrix (PCM), providers of play-out and uplink services from Singapore and Hong Kong, and with the support of Scientific Atlantic and Tandberg Television, the HD Platform provides an end-to-end solution that leverages the latest compression technology to enable flexible and cost-effective distribution.

"The Platform design addresses content acquisition, MPEG-4 compression, encryption, uplink and content distribution via the MEASAT-3 satellite," said Terry Bleakley, MEASAT's Vice-President – Sales & Marketing. "MEASAT is delighted to be working with Ascent Media and PCM to bring together a HD video distribution solution tailor-made for the Asian market."

Wee Way Kiat, Managing Director of Ascent Media Network Services Asia, said, "Until now the distribution of HD content has been unable to meet bandwidth and compression expectations. As a provider of playout services to key broadcasters in Singapore, this has been a crucial step in the development of an HD workflow. We are now able to drive the transition to HDTV forward in Singapore and across the region."

"Being a vertically integrated company providing a diversity of solutions to premium broadcasters, PCM is in a unique position to offer customized HD solutions (both technical and commercial solutions) to HD broadcasters expanding into Asia, in a most cost-effective manner. If the playout is overseas, we have access to global fibre networks to bring our HD platform virtually to the customer's broadcast center," said Guenter Kring, CEO of PCM. "We have been a front-runner in utilizing the most advanced and reliable technologies for our customers' commercial gains, and together with our long-standing partner MEASAT, we are committed to facilitating the rapid growth of HD channels in Asia."

About MEASAT

MEASAT is a premium supplier of satellite communication services to Asia's leading broadcasters, DTH operators and telecom operators. The MEASAT satellite fleet comprising MEASAT-1, MEASAT-2 and the state-of-the-art MEASAT-3 satellite provides services to over 100 countries, representing more than 70% of the world's population. The fleet will be further enhanced in 2008 with the launch of the MEASAT-1R satellite.

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, please visit www.measat.com

About Ascent Media Network Services

Ascent Media Network Services (AMNS) specialises in network origination, content distribution and systems consulting, engineering, integration and support, with content distribution facilities in Los Angeles, CA; New York, NY; Stamford, CT; Minneapolis, MN; London, England and Singapore. AMNS is part of Santa Monica, CA-based Ascent Media Group, which provides a wide range of services to the media entertainment industries and is a wholly-owned subsidiary of Discovery Holding Company (NASDAQ: DISCA, DISCB).

For further information, visit www.ascentmedia.com

About Pacific Century Matrix

Pacific Century Matrix (HK) Ltd. is a leading provider of satellite-based television broadcast and broadband network solutions providing unsurpassed reach to the world's fastest growing and largest markets. With its Broadcast Center in Hong Kong, PCM offers high quality broadcast services on premium MCPC satellite platforms, and a wide range of added value services including global contribution links and channel distribution to Asian cable networks. Complementing its core business of broadcast services, PCM delivers broadband telecommunications services to businesses throughout Asia Pacific and the Middle East, by satellite and fibre. These services include Internet Access via multiple MCPC DVB/IP and SCPC platforms, Corporate VSAT, and VOIP.

For more information, please visit www.pc-matrix.com

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