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MEASAT-3 TO DISTRIBUTE THE GOLF CHANNEL

Kuala Lumpur, 24 October 2007 - MEASAT Satellite Systems Sdn. Bhd. ("MEASAT") announced today an agreement with StarHub Cable Vision Ltd ("StarHub") for the delivery of the Golf Channel to Singapore.

StarHub's Golf Channel is a 24-hour channel featuring tournaments played around the world. With 70% of the content made up of live coverage of leading golf events, the channel features events such as the US Professional Golfers' Association (PGA) Tour, European PGA Tour, Ladies Professional Golf Association (LPGA) Tour, Champions Tour and Nationwide Tour. The channel, which is being produced by Measat Broadcast Network Systems ("Astro"), under a separate agreement, will be carried on the MEASAT-3 satellite. Astro is a subsidiary of ASTRO All Asia Networks plc.

"We are glad to offer viewers in Singapore a dedicated golf channel to further enhance StarHub's position as the leading provider of sports content on local television" said Tham Loke Kheng, StarHub's Senior Vice President of Content and Marketing & Content. "With a positive and longstanding working relationship with MEASAT, they are a natural choice for the satellite delivery of this channel."

"We thank StarHub for selecting MEASAT-3 for the distribution of the Golf Channel to dedicated sports enthusiasts," said Terry Bleakley, MEASAT's Vice President – Sales & Marketing. "With an increasing number of channels across a wide selection of genre, MEASAT-3 is increasingly becoming the preferred satellite for video distribution in the region."

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.