

MEASAT

Breaking News



Contact:

Reena Kumarasingham
MEASAT
+60 (3) 8213 2188
reena@measat.com

Asian Food Channel Launches Regional Distribution on MEASAT

Kuala Lumpur, 26 July 2005 – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) (formerly known as Binariang Satellite Systems Sdn. Bhd.) today announced an agreement to provide playout and satellite distribution for the Asian Food Channel (“AFC”).

“MEASAT is delighted to welcome AFC as part of the growing suite of premium channels leveraging the MEASAT-1 / MEASAT-3 platforms for video distribution” said Yau Chyong Lim, Director of Sales, MEASAT. “We look forward to supporting AFC with their channel launch, and as they expand their distribution across the Asia Pacific region and beyond” Mr. Yau concluded.

AFC will leverage facilities at the All Asia Broadcast Center, outside of Kuala Lumpur, for playout and uplink services and the MEASAT-1 satellite, located at 91.5°E, for satellite distribution.

“We are pleased to announce this partnership with MEASAT. MEASAT’s professional services and its fleet of satellites allow for seamless playout and transmission of video channels for the Asian marketplace. With the recent investment into their new facility in Cyberjaya, coupled with the high levels of service from their team, AFC is confident that the two companies will work together to create new and exciting channels for the Asia Pacific region” said Hian Goh, AFC’s Managing Director.

About AFC

Asian Food Channel is the first regional food channel. A 24-hour channel with non stop food programs from Australia, Singapore, Malaysia, Canada, Shanghai, Korea and UK. The programs will be broadcasted in its original language with subtitles in English and Chinese. AFC launches first in Hong Kong on the 26th of July on Now Broadband TV and on the 1st of September in Singapore on StarHub.

A channel for foodies from all walks of life, AFC is guaranteed to make an impact on viewers with genres such as; Infotainment, Variety, Reality, Instructional and Documentary. Everything that you need and want to know, find it all on the Asian Food Channel

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 2005 will extend the reach of the MEASAT fleet, providing customers with a satellite able to reach PayTV 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 worldclass media partners including Astro and PCM, MEASAT also provides a complete range of broadcast services including video playout, uplinking, and video turnaround to and from the key European and North American markets

For more information, please visit our website www.measat.com.