



SETANTA SPORTS GOES HD WITH MEASAT

Kuala Lumpur, 8 May 2013 – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today an agreement with Level 3 Communications (NYSE: LVLT), to upgrade the Setanta Sports channel on the MEASAT-3/3a video platform from standard definition (“SD”) to high definition (“HD”).

Founded in 1992, Setanta is an international sports broadcaster with operations in Ireland, Canada, Australia, Asia and Africa. Setanta owns and operates premium sports TV channels on a subscription basis to residential and commercial customers through satellite, cable, broadband and mobile distribution.

“We are delighted to support Level 3 Communications with the upgrade of Setanta Sports channel to high definition,” said Jarod Lopez, Vice President – Broadcast Sales, MEASAT. “The addition of Setanta Sports HD to the MEASAT-3a video platform is an indicator of the strength of 91.5°E as a preferred location for quality HD channel distribution across the Asian region,” he added.

The MEASAT-3/3a video neighbourhood at 91.5°E distributes premium SD and HD channels throughout Asia, Australia and the Middle East. Leveraging MCPC and SCPC platforms operated by partners, the satellites feature a variety of news, general entertainment, sports and factual programming. With 39 HD channels onboard the platform, MEASAT leads the HD channel distribution in Asia.

About MEASAT

MEASAT is a premium supplier of satellite communication services to leading international broadcasters, DTH platforms and telecom operators. With capacity across five (5) satellites, the company provides satellite services to over 150 countries representing 80% of the world's population across Asia Pacific, Middle East, Africa, Europe and Australia.

The MEASAT fleet includes the state-of-the-art MEASAT-3 and MEASAT-3a satellites at 91.5°E which support Asia's premium DTH (direct-to-home) and video distribution neighbourhood, MEASAT-2 at 148.0°E and MEASAT-5 at 119.5°E. In Africa, the AFRICASAT-1a satellite at 46.0°E provides satellite capacity across the African continent with connectivity to Europe, the Middle East and South East Asia. The MEASAT fleet will be further strengthened with the addition of MEASAT-3b at 91.5°E in Q1 2014 and MEASAT-3c in mid 2015.

Leveraging facilities at the MEASAT Teleport and Broadcast Centre, and working with a select group of world-class partners, MEASAT also provides a complete range of broadcast and telecommunications solutions. Services include 3D, high definition and standard definition video playout, video turnaround, co-location, uplinking, broadband and IP termination services.

For more information, please visit <http://www.measat.com>

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