



EDGEsport HD JOINS MEASAT'S HD NEIGHBOURHOOD

Kuala Lumpur, 30 March 2012 – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today an agreement with Encompass Digital Media (“Encompass”) for the distribution of the EDGEsport HD channel via the MEASAT-3 satellite.

EDGEsport is the first 24-hour premium action sports channel launched to the Asian market by IMG Media, part of IMG Worldwide. The channel is aimed at the active and athletic urban young adults, featuring key sports disciplines such as surfing, snowboarding, BMX, mountain biking, skateboarding, supercross, skiing, base jumping, freestyle motocross and wakeboarding. The channel features films, documentaries, athletic profiles and biographies, lifestyle programming and magazine shows, all in High Definition.

“MEASAT is pleased to be working with Encompass to bring EDGEsport in high definition to audiences across Asia,” said Jarod Lopez, Senior Director, Sales and Marketing, MEASAT. “This high-octane sports channel is an exciting addition to the line-up of high quality HD sports channels on MEASAT.”

The MEASAT-3/3a satellites at 91.5°E supports MEASAT’s HD video neighbourhood consisting of a wide range of high quality HD channels including news, general entertainment, sports and factual programming. The slot will be further enhanced with the planned launch of MEASAT-3b satellite in 2014.

“With the addition of EDGEsport HD, MEASAT now has 26 HD channels on its video neighbourhood, leading the HD channels distribution in Asia,” added Lopez.

About MEASAT

MEASAT is a premium supplier of satellite communication services to leading international broadcasters, DTH platforms and telecom operators. With capacity across a fleet of five communications satellites, MEASAT is able to provide satellite services to over 145 countries representing 80% of the world's population across Asia Pacific, Middle East, Africa, Europe and Australia.

The MEASAT fleet includes the state of art MEASAT-3/3a satellites at 91.5°E which support Asia's premium DTH and video distribution neighborhood. The MEASAT fleet will be further strengthened with the addition of AFRICASAT-1a at 46°E in Q4 2012 and MEASAT-3b at 91.5°E in Q4 2013.

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 www.measat.com.

Contact:

Chan Ming Yang

MEASAT

+60 (3) 8213 2154

mingyang@measat.com