



## Breaking News

### **MEASAT AND GLOBECAST STARTS THE YEAR WITH NEW CHANNELS – TV5MONDE AND TRAVEL CHANNEL**

**Kuala Lumpur, 11 February 2011** – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today that an agreement was signed with GlobeCast to distribute two (2) new channels, TV5Monde Asia and Travel Channel.

The two new channels are being broadcasted across Asia, Australia and the Middle East via the MEASAT-3 satellite. MEASAT-3 is collocated with the MEASAT-3a satellite at the prime hot slot of 91.5°E. The satellite’s strong neighbourhood is able to bring these international channels to a wide audience across the region.

“MEASAT is delighted to partner with Globecast to distribute TV5Monde Asia and Travel Channel on MEASAT’s video hot-bird,” said Jarod Lopez, Director of Sales, Broadcast Services, MEASAT. “The addition of these channels further strengthens MEASAT’s video neighbourhood and expands the diverse genre supported on MEASAT’s fleet of satellites.”

TV5Monde is a French channel offering a wide variety of primetime films, in-depth coverage of international news, live world-class sports events, documentaries and magazines, cartoons and diversified lifestyle programming. Travel Channel provides inspirational, informative and entertaining programming which transports viewers to every corner of the globe, on backpacking adventures, culinary quests, eco-friendly holidays and luxury getaways.

## **About MEASAT**

MEASAT is a premium supplier of satellite communication services to Asia's leading broadcasters, DTH platforms and telecom operators. Operating four communications satellites, the MEASAT fleet is able to provide satellite capacity to over 145 countries representing 80% of the world's population across Asia Pacific, Middle East, Africa, Europe and Australia. With the state of art MEASAT-3a satellite located at the Company's key orbital slot at 91.5°E, the MEASAT fleet has a total of 100 transponders across four satellites.

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 services including high definition and standard definition video playout, video turnaround, co-location, uplinking and IP termination services.

For more information, please visit [www.measat.com](http://www.measat.com).

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