



TRAVEL CHANNEL GOES HD VIA MEASAT-3

Kuala Lumpur, 19 December 2011 – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today an agreement with GlobeCast to distribute Travel Channel HD via the MEASAT-3 satellite. The new HD channel joins the MEASAT-3/3a HD video distribution platform at 91.5°E for viewers across the Asia Pacific region.

Travel Channel is the leading international travel broadcaster, transmitting 24 hours a day in 20 languages across Europe, Middle East, Africa and the Asia Pacific regions. The 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.

The Travel Channel launched its SD service via MEASAT-3 to Asia Pacific earlier this year.

“We are happy to be working with GlobeCast to support the growth of Travel Channel in the Asian region,” said Jarod Lopez, Director of Sales, Broadcast Services, MEASAT. “The addition of Travel Channel HD to the existing SD channel is a testament to the strength of MEASAT’s video neighbourhood.”

MEASAT-3, which is co-located with MEASAT-3a at the orbital hot slot of 91.5°E, supports multiple video platforms to distribute premium SD, HD and 3D content to the Asian region. MEASAT video neighbourhood features a line-up of channels including news, general entertainment, sports and factual programming.

“With the inclusion of Travel Channel HD, MEASAT’s HD video neighbourhood now has 23 channels,” 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 standard definition, high definition and 3D 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