



## **LATEST ADDITION TO MEASAT'S HD NEIGHBOURHOOD – ONE HD**

**Kuala Lumpur, 27 April 2011** – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today that Malaysia’s no.1 rated HD channel, ONE HD, has joined MEASAT’s video neighbourhood.

ONE HD, owned and operated by Sony Pictures Entertainment Networks Asia, delivers high definition Korean drama, reality programming, and music shows. Initially launched in Malaysia in October 2010, the channel has performed exceptionally well, making it the most popular HD channel in the country. ONE HD is now being made available on MEASAT-3 C-Band regional feed across Asia Pacific.

“We are proud to bring the no.1 HD channel in Malaysia to the Asia Pacific region,” said Jarod Lopez, Director of Sales, Broadcast Services, MEASAT. “ONE HD is the first regional language channel on MEASAT’s HD video neighbourhood at 91.5°E.”

The MEASAT-3/3a satellites located at the orbital hot slot of 91.5°E provides premium video content to the region. MEASAT has a total of 17 HD channels on its video neighbourhood, making MEASAT the preferred satellite operator for HD content distribution in the region.

### **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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