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MEASAT Appoints New Director, Sales – South Asia

Kuala Lumpur, 6 October 2006 – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) has appointed Vishal Mathur as Director, Sales – South Asia. In this role, Vishal will be responsible for building and supporting MEASAT’s customer base across the South Asian region.

Prior to joining MEASAT, Vishal worked with Zee Telefilms as Assistant Vice President. At Zee Telefilms, he managed the sales and marketing portfolio for the Asia Pacific market. Prior to Zee Telefilms, Vishal worked with TEN Sports Channel, ESPN Star Sports and Global Tele Systems.



Vishal holds a Bachelor of Commerce and a post graduate diploma in Business Management from the University of Rajasthan, Jaipur.

About MEASAT

MEASAT is a premium supplier of satellite communication services to Asia’s leading broadcasters, DTH operators and telecom providers. Currently operating a two satellite network, MEASAT provides video distribution services across East and South East Asia, Indochina, South Asia and Australia. The launch of MEASAT-3 and MEASAT-1R, will extend the reach of the MEASAT fleet, providing customers with a satellite able to reach Pay-TV operators in over 100 countries, representing more than 70% of the world’s population.

Leveraging facilities at the MEASAT Teleport and Broadcast Centre, and working with a select group of world-class media partners including Astro, Pacific Century Matrix and STT, MEASAT provides a complete range of broadcast services including video playout, up-linking, and video turnaround to and from the key European and North American markets.

For more information, please visit the Company’s website at www.measat.com