



MEASAT



NATIONAL
GEOGRAPHIC
CHANNEL

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NATIONAL GEOGRAPHIC CHANNEL ASIA PARTNER WITH MEASAT TO EXPAND ITS CHANNEL DISTRIBUTION ACROSS ASIA PACIFIC, THE MIDDLE-EAST AND AFRICA

KUALA LUMPUR, 19th JUNE 2008 – MEASAT Satellite Systems Sdn. Bhd. ("MEASAT") and National Geographic Channel Asia today announced an agreement for the National Geographic Channel HD and 2 other standard-definition channels, National Geographic Channel and Nat Geo Wild to be distributed on MEASAT-operated satellite to PayTV operators across Asia Pacific, the Middle-East and Africa. All 3 channels would be distributed via the MEASAT-3 satellite on the PCM HD MCPC platforms.

National Geographic Channel HD entertains viewers with award-winning documentaries, compelling stories of unsurpassed quality. Featuring world renowned explorers and filmmakers, National Geographic Channel HD takes viewers into the heart of the action – all in amazing detail, vibrant colours and theatre-quality Dolby Digital 5.1-channel surround sound. The 24-hour National Geographic Channel HD in Asia Pacific is currently available in Singapore and Hong Kong on StarHub and PCCW nowTV services.

Mr Zubin Gandevia, Managing Director and Executive Vice President of National Geographic Channel Asia said, "National Geographic Channel HD has redefined the way our viewers explore the world on television in Asia Pacific. Broadcasting high-definition channels typically requires more transmission capacity and higher level of compression technology as compared to standard-definition channels. Our partnership with MEASAT has given us the technical advantage to introduce our high-definition channel cost-effectively and rapidly across Asia Pacific, India, the Middle East and Africa."

National Geographic Channel invites viewers to rethink the way we understand the modern world. Launched in 1997, the standard-definition channel is currently available to over 57 million homes across Asia Pacific. Another channel in the National Geographic bouquet of channels Nat Geo Wild first launched in 2006 showcasing the most intimate encounters with the real wildlife. Nat Geo Wild is currently available in Singapore, Hong Kong, Thailand and the Philippines.



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NAT GEO
WILD

The logo for MEASAT, featuring the word "MEASAT" in a blue, serif font. To the left of the text are three thin, curved lines that sweep upwards and to the right.

“Having our other 2 standard-definition channels on the same satellite will bring about added convenience and cost-efficiency for PayTV operators to distribute our channels to the millions of homes. It has provided us the opportunity to streamline the broadcast of our channels through one of Asia’s most advanced satellite systems, which will ultimately benefit our viewers with improved picture quality,” added Gandevia.

Commenting on the agreement, Terry Bleakley, Vice President, Sales and Marketing, MEASAT said, “We are delighted to be able to support the distribution of these distinctive channels via the MEASAT-3 platform. MEASAT-3 offers a strong distribution platform for both High Definition and Standard Definition programming across the Asia-Pacific region.”

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About MEASAT Satellite Systems

MEASAT is a premium supplier of satellite communication services to Asia’s leading broadcasters, DTH platforms and telecom operators. With the recent commissioning of AFRICASAT-1, the MEASAT fleet is able to provide satellite capacity over 145 countries representing 80% of the world’s population across Asia Pacific, Middle East, Africa, Europe and Australia. The fleet will be further enhanced in 2008 with the launch of MEASAT-3a, providing additional capacity and in-orbit redundancy at the 91.5E orbital video slot.

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, collocation, uplinking and IP termination services.

For more information, please visit www.measat.com

About National Geographic Channel

National Geographic Channels International (NGCI) invites viewers to re-think the way they see television - and the world - with smart, innovative programming. A business enterprise owned by National Geographic Television (NGT) and FOX Entertainment Group, NGCI contributes to the National Geographic Society's commitment to exploration, conservation and education through its five channels: National Geographic Channel, National Geographic Channel HD, Nat Geo Wild, Nat Geo Adventure and Nat Geo Music.

Globally, National Geographic Channel (including NGC U.S. which is a joint venture of NGT and Fox Cable Networks Group) is available in 270 million homes in 166 countries and 34 languages.

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