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MEASAT Appoints New Director, Broadcast Sales

Kuala Lumpur, 9 October 2006 – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today the appointment of Anne Chan as Director, Broadcast Sales. In this role, Anne will be responsible for building MEASAT’s broadcasting customer base on the new MEASAT-3 satellite. MEASAT-3, which will be launched later this year, will provide a broadcast distribution / contribution platform able to reach 70% of the world’s population across the wider Asia-Pacific region (including Eastern Europe, Eastern Africa and Middle East).



Prior to joining MEASAT, Anne worked with Asia Food Channel (“AFC”) as Vice President, Channel Sales. At AFC she was responsible for helping to develop the presence of the channel across a number of new markets. Prior to AFC, Anne held various sales and marketing positions in print and broadcasting, with companies such as the British Broadcasting Corporation (BBC) and TIME. Anne holds a Bachelor of Laws with Second Class Honours (Division One) from The University of Hong Kong.

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