



Breaking News

PHUMELELA SIGNS MULTI-YEAR DEAL WITH MEASAT

Kuala Lumpur, 13 September 2010 – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today an agreement with Phumelela Gold Enterprises (“PGE”) to provide C-band capacity for the distribution of its equestrian sports channel via MEASAT-3.

PGE, a joint venture between Phumelela and Gold Circle, is the leading equestrian sports and gaming operators in South Africa. PGE owns and manages the domestic and international broadcast and information rights to South African equestrian sports including Tellytrack and Racing International. PGE beams South African equestrian sports live to numerous countries through Racing International, which has satellite capacity over four-fifths of the globe.

“With the inclusion of PGE on MEASAT-3, we will have a total of three equestrian sports channels on our fleet, alongside CSS and Sky Channel. This places MEASAT as the top choice for this segment in the Asia Pacific region,” said Terry Bleakley, Vice President, Commercial Operations, MEASAT.

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.

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