



Breaking News

MEASAT DISTRIBUTES FASHION ONE AS THE 14th HD CHANNEL

Kuala Lumpur, 19 October 2010 – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today that an agreement was signed with GlobeCast for the distribution of Fashion One HD channel via the MEASAT-3 satellite.

MEASAT, together with GlobeCast, will bring Fashion One to the Asia Pacific region, broadcasting through MEASAT’s hotbird MEASAT-3 satellite. The addition of Fashion One increases to 14 the number of High Definition channels on MEASAT’s HD video neighbourhood.

“It is our pleasure to collaborate with GlobeCast on adding yet another channel to our HD video neighbourhood,” said Paul Brown-Kenyon, Chief Operating Officer, MEASAT.

Fashion One HD features a selection of programming focused on fashion, film, lifestyle, music and entertainment. Fashion One broadcasts 24/7 internationally across multiple platforms, including direct-to-home satellite television, cable television and the web. The channel presents not only the most sought-after names in the industry, but also emerging designers, models, hair & make-up artists, photographers and stylists.

The addition of Fashion One to MEASAT’s video neighbourhood strengthens the variety of channels, which now includes High Definition channels covering lifestyle, fashion, sports, music, movies and documentaries. “The growing bouquet of HD channels reinforces MEASAT’s position as the top choice for HD content in the Asia Pacific region,” added Paul.

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 newly launched 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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