



Jia Yu Channel to be Distributed via MEASAT-3

Kuala Lumpur, 26 August 2005 – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) (formerly known as Binariang Satellite Systems Sdn. Bhd.) announced today an agreement to provide playout and satellite distribution services for the Jia Yu Channel, a regional Chinese language news and entertainment channel from Jia Yu Home Entertainment Sdn. Bhd (“Jia Yu”) a member of Cosmos Discovery Sdn Bhd.

“MEASAT has built a strong neighbourhood of quality video channels on the MEASAT-1 satellite in readiness for the launch of the MEASAT-3 satellite into the same orbital location later this year” said Yau Chyong Lim, Director of Sales, MEASAT. “We are delighted that Jia Yu has selected MEASAT-3 - designed as one of Asia-Pacific’s premier video distribution platforms - to distribute their channel” Yau continued.

‘With MEASAT, we have found a strong and reliable partner to lay the foundation for the roll-out of Jia Yu Channel into the region. We look forward to a long and successful cooperation with MEASAT to expand the channel in terms of content and subscription, in addition to build Jia Yu Channel brand name in the region and to the rest of the world,’ said Datuk Zawawi Mahmudin, Director of Communications, Cosmos Discovery Sdn Bhd.

The Jia Yu Channel will leverage playout and uplink facilities at the All Asia Broadcast Center. Initially distributed via MEASAT-1, the channel will move to MEASAT-3 upon launch. “We wish Jia Yu success with their new channel” Yau concluded.

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 in Q4 2005 will extend the reach of the MEASAT fleet, providing customers with a satellite able to reach PayTV 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 worldclass media partners including Astro and PCM, MEASAT also provides a complete range of broadcast services including video playout, uplinking, and video turnaround to and from the key European and North American markets.

For more information, please visit our website www.measat.com.

About COSMOS

COSMOS is one of Malaysia's leading production providers of content for local and international broadcasting industry. Founded in 1997, COSMOS offers a range of media services spanning from TV, and movie production to channel licensing and syndicated network. COSMOS owns and operates one of the most comprehensive facilities and development centre in Malaysia fully equipped with High Definition Technology equipment.

In 2000, COSMOS began its international operation with the establishment of an office in Guang Zhou, China to provide production facilities and manage the marketing and distribution of COSMOS production to China. Today, COSMOS has built up a growing syndicated network of 152 TV Channels in China and it produces highly rated multi lingual and multi genre content with regional and global reach.

COSMOS is majority owned by a premier venture capital organization in Malaysia, MSC Venture One Sdn Bhd. and MSC Venture Corporation Sdn Bhd (MSCVC) which are both wholly owned by Multimedia Development Corporation Sdn Bhd, which is in turn owned by the Ministry of Finance, Malaysia.

For more information, please visit our website www.cosmosdiscovery.com.

Contact Information:

Reena Kumarasingham
MEASAT
+60 (3) 8213 2188
reena@measat.com

Nor Syerin Mohd Ramli
Cosmos Discovery Sdn Bhd
+60 (3) 7726 9593
norsyerin@cosmosdiscovery.com