



MEDIA RELEASE

Eurovision to Use AsiaSat 5 to Distribute Live HD Coverage of 2010 World Cup

Hong Kong, 1 June 2010 – AsiaSat 5, the most popular satellite platform in Asia for premium sports event delivery will be distributing live HD (High Definition) and SD (Standard Definition) television feeds of the 2010 FIFA World Cup held in South Africa from June 11 to July 11. Asian broadcasters with broadcast rights to this mega sporting event will receive live coverage of the matches from AsiaSat 5 and then redistribute the television signals through their television networks to billions of football fans across the Asia-Pacific region.

To support the HD and SD broadcasts of all 64 World Cup tournament matches, Eurovision, the premier distributor of sports and news content for the world's top broadcast and media platforms, has leased additional C-band transponders on AsiaSat 5 during the tournament period. Eurovision will transport the signals from the International Broadcast Centre (IBC) in Johannesburg via its dedicated fibre network to AsiaSat's Tai Po Earth Station in Hong Kong for uplinking to AsiaSat 5. These matches will then be received by broadcasters across the Asia-Pacific region.

"We have been working very closely with AsiaSat over the past ten years in bringing top quality sports events such as the Olympics, UEFA Champions League and Motor Sports to the broadcasting community. AsiaSat has proven a reliable partner in our mission to put programming exactly where broadcasters need it in a seamless, reliable and cost-effective way," said Stefan Kuerten, Director of Eurovision Operations.

"We are thrilled that Eurovision and AsiaSat 5 will be delivering HD television coverage that provides stunning picture and digital surround sound quality of the 2010 World Cup to Asian viewers. We are going to bring Asian television viewers an unparalleled sports viewing experience," said AsiaSat's Chief Executive Officer, Peter Jackson.

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About Eurovision

Eurovision is a department of the European Broadcasting Union (EBU), the largest association of national broadcasters in the world. Eurovision operates a global fibre and satellite platform dedicated to the delivery of top sports and news events to the international broadcast and media market. A community of more than 1,000 broadcasters around the world is directly connected to the Eurovision platform. For further information please contact: marketing@eurovision.net

About AsiaSat 5

AsiaSat 5 is a Space Systems/Loral's 1300 satellite launched in August 2009 and replaced AsiaSat 2 at the orbital location of 100.5 degrees East. AsiaSat 5 carries 26 C-band and 14 Ku-band transponders, and has a design life of 15 years. Its powerful C-band footprint covers over 50 countries and regions spanning from Russia to New Zealand and from Japan to the Middle East and parts of Africa. The Ku-band coverage consists of two high powered fixed beams serving East Asia and South Asia, as well as a steerable beam to satisfy market demands.

About AsiaSat

AsiaSat, the leading regional satellite operator in Asia, serves over two-thirds of the world's population with its three satellites, AsiaSat 3S at 105.5°E, AsiaSat 4 at 122°E and AsiaSat 5 at 100.5°E. The AsiaSat satellite fleet provides services to both the broadcast and telecommunications industries. Over 300 television and radio channels are now delivered by the company's satellites, reaching over 96 million households, with more than 360 million viewers across the Asia-Pacific region. Many telecommunications customers use AsiaSat for services such as public telephone networks, private VSAT networks and broadband multimedia services. It is a wholly-owned subsidiary of Asia Satellite Telecommunications Holdings Limited, a company listed on The Stock Exchange of Hong Kong Limited (Stock Code: 1135). For more information, please visit www.asiasat.com

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