



## **MEDIA RELEASE**

### **Two New Urdu Channels Join AsiaSat 3S**

**Hong Kong, 30 August 2010** – Asia's leading satellite operator Asia Satellite Telecommunications Co. Ltd. (AsiaSat) is pleased to announce that Sports Star International Private Limited (SSI) of Pakistan has signed a new agreement to deliver two new Urdu-language satellite channels, A-Lite and A-Plus on AsiaSat 3S.

A-Lite is Pakistan's first female-oriented channel, offering a blend of infotainment including cooking programmes, make-up tips, exclusive interviews, music and talk shows that highlight women's issues in the society. A-Plus is an entertainment channel for upmarket audiences, focusing on drama, soaps, reality shows, magazine and musical programmes. These new services are targeting different audience segments in Pakistan and across Asia.

SSI also operates Pakistan's first and largest private terrestrial television network ATV on AsiaSat 3S. It provides quality television entertainment to audiences in Pakistan terrestrially and in more than 50 countries across AsiaSat 3S's extensive C-band footprint.

"AsiaSat has provided excellent service to our terrestrial television network since 2005. Over the years, we have achieved very strong market penetration in Pakistan through AsiaSat 3S. AsiaSat 3S continues to be our top choice for our expansion into the satellite TV market in Pakistan and the South Asian communities throughout the Asia Pacific. We believe AsiaSat 3S's wide coverage and powerful market access ensures our further success both locally and internationally," said Abdul Jabbar, Chief Executive Officer of Sports Star International Private Limited.

"Over the past two decades, we have established a strong reputation for quality service and audience access in Pakistan and South Asia. Our satellite fleet now carries the most comprehensive range of Urdu-language programming, serving millions of South Asian viewers in Pakistan and other parts of Asia. Sports Star International's decision to expand its services on AsiaSat 3S will undoubtedly enhance AsiaSat 3S's South Asian channel offering, providing more quality content to audiences in the region," said William Wade, Chief Executive Officer of AsiaSat.

A-Plus and A-Lite are now available free to air on AsiaSat 3S in C-band with the following reception parameters:

Transponder: 14H  
Frequency: 4154 MHz  
Polarisation: Horizontal  
Modulation: QPSK  
Symbol Rate: 5.632 Msym/sec  
FEC: 3/4

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#### **About SSI**

Sports Star International Private Limited (SSI) launched Pakistan's first privately operated terrestrial television network, ATV in 2005. Through its nationwide terrestrial free-to-air TV stations, ATV provides round-the-clock transmission of family-based entertainment programmes in Pakistan and across 50 countries via AsiaSat 3S. Following the success of ATV Network, SSI is making its impact on the media industry by launching new satellite channels A-Lite and A-Plus.

#### **About AsiaSat 3S**

AsiaSat 3S is a Boeing 601HP satellite launched in 1999, with 28 C-band and 16 Ku-band transponders. Its C-band footprint covers over 50 countries and regions in Asia, the Middle East, Australasia and the Commonwealth of Independent States. The Ku-band coverage consists of two high powered fixed beams serving East Asia and South Asia, as well as an in-orbit steerable beam currently positioned over Australia.

#### **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 400 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](http://www.asiasat.com)

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