



E! Entertainment Joins AsiaSat 2 MCPC Platform

Hong Kong, 2nd October, 2007....Asia's leading satellite operator, Asia Satellite Telecommunications Company Limited (AsiaSat) and US entertainment network E! Entertainment Television Inc. today announced the signing of a contract to distribute the E! International Network to Asian cable and satellite networks, terrestrial stations and pay TV platforms through AsiaSat 2's wide C-band coverage beam and full transponder C-band MCPC platform operated by AsiaSat's Tai Po Earth Station in Hong Kong.

The E! International Network is a 24-hour English language global entertainment channel offering programming dedicated to celebrities and the world of entertainment. Broadcast officially commenced on AsiaSat 2 from the 1st of July.

Under the agreement, AsiaSat provides E! Entertainment with a total transmission solution including C-band capacity, the MCPC platform and uplink services from AsiaSat's Tai Po Earth Station. The channel's signal is directly transported by optical fibre to AsiaSat for distribution to Asia and Australasia via AsiaSat 2's full transponder MCPC platform.

"We selected AsiaSat 2 because its excellent penetration supports our strategy to further expand our distribution growth and audience access in Asia. In addition, the AsiaSat 2 MCPC platform gives us the flexibility for future expansion when we are looking at launching additional channels to Asia in the near future," said Kevin MacLellan, President, Comcast International Media Group.

"We are very pleased that AsiaSat 2 was selected by E! Entertainment as its key satellite platform in the Asia Pacific region. With this world famous entertainment channel on board, Asian viewers are getting a fantastic array of content delivered by AsiaSat 2. We look forward to further supporting the transmission needs of Comcast in Asia," said Peter Jackson, Chief Executive Officer of AsiaSat.

About Comcast Entertainment Group

Based in Los Angeles, recently formed Comcast Entertainment Group operates E! Entertainment Television, the 24-hour network with programming dedicated to the world of entertainment, and E! Online; The Style Network, the destination for women 18-49 with a passion for the best in relatable and inspiring lifestyle programming; and G4 offering the last word on gaming, technology, animation, interactivity, and "Internet culture" for the male 18-34 demo. E! is currently available to nearly 91 million cable and direct broadcast satellite subscribers in the United States. In 2006, E! launched the E! Everywhere initiative underscoring the company's dedication to making E! content available on all new media platforms any time and anywhere – from online to broadband at the Vine @E!Online to wireless to satellite radio to VOD. The Style Network currently counts 57 million cable and satellite subscribers and G4, the #1 podcasted cable network in America, is available in more than 53 million cable and satellite homes nationwide.

About AsiaSat 2

AsiaSat 2 operates at an orbital location of 100.5 degrees East. The satellite is a Lockheed Martin Series 7000 model and carries twenty 36 MHz and four 72 MHz C-band, as well as nine 54 MHz Ku-band linearised transponders. Its C-band footprint covers 53 countries spanning from Russia to New Zealand and from Japan to the Middle East and parts of Africa. It also has a high-power Ku beam serving the Greater China region, Korea and Japan. AsiaSat 2 currently serves many regional and international broadcasters, wholesale news agencies, video service providers, teleport service providers for video and news distribution and contribution services, as well as governments and corporations for VSAT network services.

About AsiaSat

AsiaSat, the leading regional satellite operator in Asia, serves over two-thirds of the world's population with its three satellites, AsiaSat 2 at 100.5°E, AsiaSat 3S at 105.5°E and AsiaSat 4 at 122.2°E. The AsiaSat satellite system provides services to both the broadcast and telecommunications industries. Over 220 television 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 high speed Internet and multimedia services. It is a wholly-owned subsidiary of Asia Satellite Telecommunications Holdings Limited, listed on both the Hong Kong (SEHK: 1135HK) and New York (NYSE: SAT) stock exchanges. In April and June of this year, AsiaSat was selected the 'Best Asian Satellite Carrier' and the 'Satellite Communications Service Provider of the Year in Asia Pacific' respectively by Telecom Asia magazine and Frost & Sullivan. For more information, please visit www.asiasat.com

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Statements in this press release are forward-looking statements within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. The Reform Act provides a "safe harbour" for certain forward-looking statements so long as this information is identified as forward-looking and is accompanied by meaningful cautionary statements identifying important factors that could cause actual results to differ materially from those projected in the information. When used in this press release, the words "estimate", "plan", "project", "anticipate", "expect", "intend", "outlook", and other similar expressions are intended to identify forward-looking statements and information. Actual results may differ materially from anticipated results as a result of certain risks and uncertainties which are more specifically set forth in AsiaSat's Annual Report on Form 20-F for the year ended 31st December, 2006 on file with the U.S. Securities and Exchange Commission. These risks and uncertainties include but are not limited to (1) risks associated with technology, including delayed launches, launch failures and in-orbit failures, (2) regulatory risks, and (3) litigation and market risks. The foregoing list of important factors is not exclusive. Furthermore, AsiaSat operates in an industry sector where securities values may be volatile and may be influenced by economic and other factors beyond AsiaSat's control.