



LUXE.TV

LUXE.TV HD

LUXE.TV HD and SD on AsiaSat 2

Hong Kong, 30th October, 2007 - Asia's leading satellite operator, Asia Satellite Telecommunications Company Limited (AsiaSat) and LUXE.TV today announce the signing of a contract to distribute both the High Definition (HD) and Standard Definition (SD) versions of LUXE.TV to Asian cable and satellite networks, terrestrial stations and pay TV platforms through AsiaSat 2's powerful pan Asian C-band digital platform operated by Satlink Communications in Israel.

LUXE.TV is the world's first international television network focusing on luxury lifestyle, fully produced in HD and broadcast in both HD and SD. These two channels are in English language and available 24/7 to viewers across the region via AsiaSat 2. LUXE.TV features factual entertainment on real estate and home design, sports and leisure, hotels and gastronomy, beauty and fashion, cars and yachting, jewelry and watches, topics that are of enormous interest to the growing economies in Asia.

"We are very pleased to announce our service launch into Asia via AsiaSat 2. We see a huge appetite for LUXE.TV programmes in Asia as the region develops into a leading economic force. At the same time, there is a growing demand for HD content by pay TV operators in Asia as a differentiator. The exclusive content and the superior picture quality will be a winning combination for Asia. We are making both the HD and SD signals available to allow for the transition of technology in the region," said Mr. Jean-Baptiste Stock, General Manager of LUXE.TV.

"We are very pleased that LUXE.TV has chosen AsiaSat as its marketing partner to distribute both the HD and SD versions of LUXE.TV in the Asia Pacific region. AsiaSat 2's pan Asian viewers can enjoy LUXE.TV's unique content in HD, undoubtedly the television broadcasting standard for the future. We are also proud to support LUXE.TV's strategy of providing both HD and SD versions to Asia while the HD demand continues to grow in our region," said Peter Jackson, Chief Executive Officer of AsiaSat.

Both HD and SD versions of LUXE.TV are available on AsiaSat 2 in C-band with the following reception parameters:

Transponder: 10B
Frequency: 4000 MHz
Polarisation: Horizontal
Modulation: QPSK
Symbol Rate: 28.125 Msym/sec
FEC: 3/4

- End -

About LUXE.TV

Launched in June 2006, LUXE.TV is the first International television network dedicated to the world of luxury. With production crews present in 15 cities around the world, LUXE.TV provides high-end coverage of luxury industry in all its diversity. Short documentary-style programs are exclusively shot in High Definition. Broadcasting in English, French, German, Italian and Russian, LUXE.TV has a direct access to more than 360 million viewers throughout Europe, Middle East and North Africa. For more information, please visit www.luxe.tv

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

Media inquiries:

LUXE.TV

Anne-Sophie Albert, Branding and Marketing Manager

Tel: (352) 2487 9733

Fax: (352) 2487 9720

Email: asa@luxetv

Asia Satellite Telecommunications Company Limited

Sabrina Cubbon, General Manager Marketing

Tel: (852) 2500 0899

Mobile: (852) 9097 1210

Fax: (852) 2500 0895

Email: scubbon@asiasat.com

Winnie Pang, Manager, Corporate Affairs

Tel: (852) 2500 0880

Fax: (852) 2500 0895

Email: wpang@asiasat.com

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.