



MEDIA RELEASE

Essel Group India Chooses AsiaSat 4 to Launch First 'HITS' Platform in India

Hong Kong, 19 June 2008 - Asia's leading satellite operator, Asia Satellite Telecommunications Company Limited (AsiaSat) and the Essel Group, India's largest media enterprises with diversified interests in Broadcasting (Zee TV), DTH (Dish TV) and Cable Networking (WWIL) operations amongst other areas today announced the signing of an agreement for the use of multiple C-band transponders on AsiaSat 4 for a new digital Headend-in-the-Sky (HITS) delivery platform to distribute pay TV signals to all cable operators, serving millions of cable homes throughout India.

Through this platform on AsiaSat 4, cable operators can receive up to 150 digital television channels which will give a great impetus to the digitalisation of the cable networks in India. Headend-in-the-Sky (HITS) is a delivery model that allows cable operators to sell a readily encrypted high quality digital package of channels received from a single satellite to their subscribers. This arrangement will enable the cable operators to offer a greater choice of channels with a small investment. It will also help the content providers to have more transparency on audience penetration. An Essel Group company, WWIL plans to convert its existing analogue cable service to those using HITS service distribution in all the existing cities and targeted new cities across India.

Speaking on the development, an Essel Group official spokesman pointed out that digitalisation of cable services is on the highest priority list of the Government of India and is likely to be the face of the new cable industry in a country with over 70 million cable and satellite homes. "As a leader in digital cable space, we strongly believe in introducing a new level of products and services for our enhancing the TV viewing experience for our consumers. The latest offering is in tune with our commitment to provide a win-win proposition for the local cable operators and subscribers. Our tie-up with AsiaSat 4, a high performance satellite with exceptionally high power and superior look angle, will be an ideal platform to support the country-wide implementation of HITS."

"We are extremely pleased that the Essel Group has selected AsiaSat 4 as its prime satellite platform for its HITS project across India. We are excited to support Essel Group to become the first in India to launch HITS, and to play a major role in WWIL's strategy of digitising its cable infrastructure and extending its distribution services to all cable operators throughout the country," said Peter Jackson, Chief Executive Officer of AsiaSat.

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About Essel Group

The Essel Group (www.esselgroup.com) is one of India's prominent business houses with a diverse portfolio of assets in media, packaging, entertainment, technology-enabled services, infrastructure development and education. Subhash Chandra is the founder Chairman and the chief architect of the Essel Group. His pioneering spirit and entrepreneurial vision have carved Essel as a symbol of Indian ingenuity and power. The WWIL, the face of cable services within the Essel Group has been providing services in analog and digital mode, having features like Pay per View, Electronic programming Guide (EPG), Video on Demand, Child lock, Gaming through Digital Set-Top-Box (STB) and are in the process of being the first company in India to use Headend-in-the-Sky (HITS).

About AsiaSat 4

AsiaSat 4, a Boeing 601HP satellite, carries 28 C-band and 20 Ku-band transponders with a 15-year design life. AsiaSat 4's pan-Asian C-band footprint covers more than 40 countries and regions spanning from New Zealand to the Middle East. Its Ku-band coverage consists of two high-power focused beams for East Asia and Australasia, as well as a BSS (Broadcast Satellite Service) beam for Direct-to-Home (DTH) services in Hong Kong and the adjacent South China region.

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 240 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, a company listed on The Stock Exchange of Hong Kong Limited (SEHK: 1135). For more information, please visit www.asiasat.com

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