



## **MEDIA RELEASE**

### **Playboy Plus Launches LSTV Channel in Asia via AsiaSat 5**

USA / Hong Kong, 24 March 2014 – Asia Satellite Telecommunications Co. Ltd. (AsiaSat), Asia's leading satellite operator today announced that Playboy Plus Entertainment Inc. has launched a new satellite channel 'LifeStyle TV' (LSTV) on AsiaSat 5 following the successful launch of "HD Playboy Asia" last year on the same satellite.

LSTV, the first men's lifestyle TV channel in Asia, offers content on travel, cuisine, adventure and fashion. Targeting Asian men, aged 18-38, LSTV's key titles include fashion programmes led by TV Stars Cho Sung Mo, and haute cuisine cooking by celebrities Chang Min (2AM) and Alex Chu from South Korea.

"We are excited to make this strategic move to expand our distribution service in Asia with the launch of LSTV on AsiaSat 5. LSTV is our second channel on AsiaSat 5's powerful DVB-S2 platform," said Ms. Lanny Huang, General Manager, Asia Pacific of Playboy Plus Entertainment. "Leveraging on AsiaSat 5's premium video neighborhood and excellent penetration in Asia, we are working to expand our reach and provide LSTV's unique content on a growing number of Asian TV networks."

William Wade, President and CEO of AsiaSat said, "We are very pleased that Playboy Plus Entertainment has decided to launch its second channel on AsiaSat 5. Their growing commitment is a testament to AsiaSat's focus on delivering competitive and effective solutions to international broadcasters to meet their present and future distribution needs."

The encrypted LSTV is uplinked to AsiaSat 5 (100.5 degrees East) from AsiaSat's Tai Po Earth Station in Hong Kong, through a C-band DVB-S2 MCPC platform for distribution to over 50 countries across Asia, the Middle East and Australasia.

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***About Playboy Plus***

Playboy Plus Entertainment Inc. operates Playboy Plus (PBP) and develops quality adult entertainment television networks worldwide under the Playboy TV and Brazzers TV brands and Reality Kings Networks. Playboy offers high-quality films, breakthrough specials, original series, interactive and HD programs, making the company the world leader in adult entertainment. For more information, please visit [www.playboytv.com](http://www.playboytv.com)

***About AsiaSat 5***

AsiaSat 5 is a Space Systems/Loral's 1300 satellite launched in August 2009, operating 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.

***About AsiaSat***

Asia Satellite Telecommunications Company Limited (AsiaSat), the leading regional satellite operator in Asia, serves over two-thirds of the world's population with its four satellites, AsiaSat 3S at 105.5°E, AsiaSat 4 at 122°E, AsiaSat 5 at 100.5°E and AsiaSat 7. The AsiaSat satellite fleet provides services to both the broadcast and telecommunications industries. Over 450 television and radio channels are now delivered by the company's satellites offering access to over 710 million TV households across the Asia-Pacific region. AsiaSat also provides telecommunications operators and end users services such as voice networks, private VSAT networks and broadband multimedia. AsiaSat's latest satellites, AsiaSat 6 and AsiaSat 8, are scheduled for launch in the first half of 2014. AsiaSat 9 which is on order from the manufacturer is planned to be launched in 2017. 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)