



## **MEDIA RELEASE**

### **beIN SPORTS High Definition Channels on AsiaSat 5**

**Hong Kong, 11 June 2014** – Asia Satellite Telecommunications Company Limited (AsiaSat) today announced that two high-definition (HD) sports channels of the leading global sports network beIN SPORTS are now being transmitted by AsiaSat 5 in Hong Kong and Thailand. These new additions underscore AsiaSat's capability in accessing millions of Asian sports fans with its vast portfolio of sports programming.

The two beIN SPORTS channels, named beIN SPORTS 1 and 2, feature a compelling range of sports content including the most extensive and complete coverage of the Italian Serie A, French Ligue 1, and other world sports tournaments such as the ATP World Tour 250 series tennis, RBS Six Nations rugby, International Baseball Federation events and Liga Endesa (Spanish League basketball).

"We are excited to join AsiaSat 5, Asia's most popular sports content delivery platform, to introduce this new line-up of channels tailored to the Asian market. AsiaSat 5 brings us a huge sports audience in Asia where we see plenty of opportunities for our genre of content," said Yousef Al-Obaidli, Deputy CEO of beIN SPORTS.

"We are pleased that beIN SPORTS chose AsiaSat 5 to deliver its HD sports channels to the Asia-Pacific region. We will continue to create an exciting neighbourhood on Asia's foremost satellite platform for sports content delivery, and at the same time provide broadcasters with the quality and audience penetration that enable rapid growth," said William Wade, President and Chief Executive Officer of AsiaSat.

###

#### ***About beIN SPORTS***

beIN SPORTS operates multi-platform sports channels and content services in MENA, France, the USA and now in Asia. beIN SPORTS aims to bring fans of all great sports all the live game action, news and analysis of the top leagues and competitions around the planet, as well as exclusive and never available-before content. beIN SPORTS in Asia covers the territories of Indonesia, Thailand, Hong Kong and the Philippines.

#### ***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 currently positioned over Indonesia.

**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, AsiaSat 4, AsiaSat 5 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 coming months. 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)

**Media Contacts:****beIN SPORTS**

Media Centre

Tel: (974) 4015-7525

Email: [mediacenter@beinsports.net](mailto:mediacenter@beinsports.net)**Asia Satellite Telecommunications Company Limited**

Sabrina Cubbon, VP, Sales and Marketing

Tel: (852) 2500 0899

Mobile: (852) 9097 1210

Email: [scubbon@asiasat.com](mailto:scubbon@asiasat.com)

Winnie Pang, Manager, Corporate Affairs

Tel: (852) 2500 0880

Email: [wpang@asiasat.com](mailto:wpang@asiasat.com)