



MEDIA RELEASE

Vintage Studio Chooses AsiaSat 2 for 'Ayur Living India'

Hong Kong, 2 June 2008 – Asia's leading satellite operator, Asia Satellite Telecommunications Company Limited (AsiaSat) and Ayur Group's broadcast arm Vintage Studio Pvt. Ltd. (Vintage) announced today the signing of a lease agreement for C-band capacity on AsiaSat 2 for the launch of Vintage's new television channel 'Ayur Living India' across India and the Asia-Pacific.

This brand new free-to-air television channel 'Ayur Living India' will be offering a variety of education cum value based social programmes in English and Hindi languages, primarily targeting the youth, women and upper middle class population in India. Programming will be produced in-house at Vintage's own studio, and then uplinked to AsiaSat 2 through its own teleport in New Delhi, which is currently under construction and be ready for the channel launch in October - November 2008.

"AsiaSat 2 is a renowned broadcasting platform with superb audience access and high quality channel neighbourhood, including India's top rated South Asian television channels and highly popular international television services," said Dilvinder Singh Narang, Managing Director and Pushpinder Singh, Director of Vintage Studio Pvt. Ltd. in a joint statement. "We look forward to serving television viewers across our country and beyond with quality education, social and woman upliftment programming with AsiaSat 2's superior coverage and well-established infrastructure and connectivity to our target audiences. In addition, we have plan in place to launch another entertainment, Hindi language channel on this powerful platform within the next phase, aiming to cater for the needs of a larger audience in AsiaSat 2's footprint."

Peter Jackson, Chief Executive Officer of AsiaSat, said, "We are pleased to support India's most well known household brand - Ayur with their expansion plans into the media sector, and be selected as their satellite partner in this venture. Ayur Living India will enhance AsiaSat 2's South Asian channel offering as well as our strong affinity to the Indian audience. We are enthusiastic to continue our active role in the Indian broadcast industry's development."

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About Vintage Studio Pvt. Ltd.

Vintage Studio Pvt. Ltd. is a subsidiary of Ayur Group, the largest natural cosmetic company in India who has been dedicated to the herbal cosmetic business since 1985. Ayur is also actively involved in social activities having its own institutes for the destitute. Ayur entered the media sector with the launch of a fortnightly journal on education called 'Living India', and expanded into the broadcast business with the formation of Vintage Studio for launching the new 'Ayur Living India' television channel, targeting the young generation and women segment.

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 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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