



## **MEDIA RELEASE**

### **India's BIG Broadcasting Uses AsiaSat 3S**

**Hong Kong, 17 June 2008** – BIG Broadcasting from Reliance Anil Dhirubhai Ambani Group, one of India's top 3 private sector enterprises, has joined Asia's premium broadcast satellite AsiaSat 3S for its bouquet of television channels which will be serving millions of Indians. Announced by Asia's leading satellite operator, Asia Satellite Telecommunications Co. Ltd. (AsiaSat), an agreement has been signed for one C-band transponder on AsiaSat 3S.

In an effort to boost and strengthen the Group's presence in the media and entertainment space, Reliance Anil Dhirubhai Ambani Group is making its foray into India's broadcast sector by using the entire C-band transponder to broadcast its bouquet of channels. Services will include general entertainment channels, movie channels, and music channels across languages and a host of other differentiated offerings.

"One of our key objectives is to bring to our audience a unique, world class and unprecedented TV viewing experience. Placing our satellite television services on AsiaSat 3S, Asia's premium platform for satellite television enables us to establish in the shortest time possible a seamless broadcast network accessing all our targeted cable homes," said Ashutosh, COO of Reliance BIG Broadcasting Private Limited.

"By using AsiaSat 3S, the most popular satellite platform for the Indian media market, we gain immediate access to all cable head ends across India. We are proud to have AsiaSat as our partner as it has a powerful satellite fleet offering the most comprehensive coverage and largest audience access that fully support our aggressive broadcast plan in India," Ashutosh added.

"BIG Broadcasting is an impressive addition to AsiaSat's expanding list of blue-chip customers. We are thrilled to be selected as the satellite partner of one of India's most dynamic and biggest broadcast ventures. It is evident that AsiaSat offers real value to premium broadcasters who look for service quality and access to their target markets in the Asia-Pacific," said Peter Jackson, Chief Executive Officer of AsiaSat.

"India's media sector is flourishing at an astonishing pace. AsiaSat has been serving the Indian media market since the early 90s and continues to play a contributing role in its rapid expansion. The potential of the Indian market is enormous as we all know, while the country's economy continues to flourish, our clients will expand and diversify their service offerings, our commitment to providing premium service to Indian broadcasters shall remain in the years to come," added Mr. Jackson.

# # #

#### ***About Reliance BIG Broadcasting Private Limited***

Reliance BIG Entertainment, after its successful foray into the media & entertainment space is all set to boost its offerings further in the entertainment space through BIG Broadcasting. With BIG Broadcasting, an initiative from the Reliance ADA Group, the Company will be launching a bouquet of TV channels catering to diverse needs of audiences across genres.

The aim is to provide the Indian audience with a wholesome entertainment mix and introduce them to new genres and formats in television programming. The offerings will be spread across genres to appeal at national, regional, mass and niche levels keeping in mind the modern Indian consumer's lifestyle and mindset.

#### ***About Reliance ADA Group***

The Reliance Anil Dhirubhai Ambani Group strongly believes that it has a pivotal role to play, in shaping the destiny of our great nation. Through its various consumer facing businesses, the group provides a robust platform to every Indian to realize his potential and shape his / her destiny, through its state-of-the art products and services.

The group, barely three years in the making, now ranks among India's top 3 business houses w.r.t. to key financial parameters such as market capitalization, net worth, cash flows and net profit. It's dominant presence across a wide array of high- growth consumer facing businesses, range from telecom and financial services to infrastructure, entertainment and healthcare. The interests of the Group range from communications (Reliance Communications) and financial services (Reliance Capital Ltd), to generation, transmission and distribution of power (Reliance Energy), infrastructure and entertainment.

Across different companies, the group positively influences the lives of over 100 million customers or 1 in every 10 young and aspirational Indians every single day across 20000 towns and 4.5 lakh villages. It enjoys unparalleled trust, faith and confidence of nearly 11 million shareholders, the largest such family in India, perhaps even in the world. It is one of the largest employers in the country with a young, highly trained and motivated workforce approaching 100,000 strong. All this is focused towards achieving two goals. Building a great enterprise for its stakeholders and a great future for our country.

#### ***About AsiaSat 3S***

AsiaSat 3S is a Boeing 601HP satellite launched in 1999, with 28 C-band and 16 Ku-band transponders. Its C-band footprint covers over 50 countries and regions in Asia, the Middle East, Australasia and the Commonwealth of Independent States. The Ku-band coverage consists of two high powered fixed beams serving East Asia and South Asia, as well as an in-orbit steerable beam now positioned over Australia.

#### ***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](http://www.asiasat.com)

**Media inquiries:**

**Reliance BIG**

Yogesh Manwani, Vice President

Tel: (91) 93205 63205

Email: [yogesh.manwani@relianceada.com](mailto:yogesh.manwani@relianceada.com) / [yogesh.manwani@bigbroadcasting.com](mailto:yogesh.manwani@bigbroadcasting.com)

**Asia Satellite Telecommunications Company Limited**

Sabrina Cubbon, General Manager, Marketing Winnie Pang, Manager, Corporate Affairs

Tel: (852) 2500 0899

Tel: (852) 2500 0880

Mobile: (852) 9097 1210

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

Email: [scubbon@asiasat.com](mailto:scubbon@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, 2007 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.