



## **MEDIA RELEASE**

### **AsiaSat is Key to Eurovision's Satellite Delivery Platform for the 2008 Beijing Olympics**

**Hong Kong, 30 June 2008** – Asia Satellite Telecommunications Co. Ltd. (AsiaSat), Asia's leading satellite operator, has been contracted by Eurovision, the premier distributor of sports and news content for the world's top broadcast and media platforms, to supply multiple transponders on AsiaSat 2 during the Beijing Olympic Games to be held on the 8<sup>th</sup> to 24<sup>th</sup> of August, taking a key role in delivering Eurovision's live television coverage of the event in High Definition (HD) format to the rest of the world.

"Eurovision has over 50 years of experience in putting live sports programming exactly where broadcasters and federations want it, in a seamless, reliable and cost-effective way. We are delighted to work with AsiaSat for this vital leg in our worldwide video network. AsiaSat consistently delivers us highly reliable and secure services, which are critical for our operations," said Stefan Kuerten, Director of Eurovision Operations.

"Eurovision is a valued client of AsiaSat who has built an impressive brand and expanded their business in Asia over the years by providing quality and reliable services," said AsiaSat's Chief Executive Officer, Peter Jackson. "It is a privilege to be selected by Eurovision for such an important event - to deliver the Beijing Olympics coverage to their customers, the broadcasters, and thus to an audience of billions worldwide."

"It is widely acknowledged by the satellite television industry that AsiaSat 2 is the hotbird for the delivery of news and sports events both within Asia and between Asia and Europe. It is renowned for its high power, overlapping coverage with European and Middle Eastern satellites facilitating seamless turnaround. We are very pleased to have had Eurovision on board to help us to establish AsiaSat 2's leading position," AsiaSat's General Manager Marketing, Sabrina Cubbon commented.

Eurovision has been using AsiaSat 2 as part of its global network since 1999 to transmit regular and ad hoc live video contribution and distribution feeds to its members and customers between Asia, Australasia and Europe. These include the latest coverage of premier sports events such as the UEFA Champions League, top European national football leagues, Grand Slam Tennis and Motor Sports.

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### **About Eurovision**

Eurovision is a department of the European Broadcasting Union (EBU), the largest association of national broadcasters in the world. Eurovision operates a global fibre and satellite platform dedicated to the delivery of top sports and news events to the international broadcast and media market. For further information please contact: [info@eurovision.net](mailto:info@eurovision.net)

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

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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.