



MEDIA RELEASE

B4U Joins AsiaSat 3S MCPC Platform

Hong Kong, 22 December 2008 - Asia's leading satellite operator Asia Satellite Telecommunications Company Limited (AsiaSat) announced today that B4U Broadband (India) Private Limited (B4U) has signed a contract to deliver two Hindi television channels, B4U Movies and B4U Music, through AsiaSat's C-band full transponder MCPC (Multiple Channels per Carrier) platform on AsiaSat 3S.

Under the agreement, AsiaSat provides C-band capacity and transmission services to deliver B4U's television signals to AsiaSat's Tai Po Earth Station in Hong Kong, for uplinking onto AsiaSat 3S's full transponder MCPC platform. Aboard South Asia's most popular television platform AsiaSat 3S, B4U now enjoys instantaneous access to all cable and pay TV platforms in India, and extends its service to a wider audience across Asia Pacific.

"We have decided to move onto AsiaSat 3S to take advantage of its stronger audience penetration in India and across the South Asian communities in the region. Over the years, AsiaSat has built up an excellent reputation for service quality and reliability. AsiaSat's world-class satellite platform and flexible transmission solutions fully support our new MPEG 4 services on AsiaSat 3S, delivering excellent video quality more cost efficiently," said Sunil Rohra, Chief Executive Officer of B4U Network.

"With the addition of the B4U channels, we have proven again that AsiaSat 3S is the leading Hindi programme platform in Asia carrying over 30 Hindi channels. Our flexible transmission solutions enable broadcasters located any where in the world to access our powerful satellites for the television distribution in Asia," said Peter Jackson, Chief Executive Officer of AsiaSat.

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About B4U

B4U Broadband (India) Private Limited was established in April 2000. It owns two television channels, the 24-hour Hindi-language channel B4U Movies and the music channel B4U Music. The company is a wholly-owned subsidiary of B4U Television Network (India) Private Limited. For more information, please visit www.b4utv.com

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°E. The AsiaSat satellite system provides services to both the broadcast and telecommunications industries. Some 300 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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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.