



## **MEDIA RELEASE**

### **International News Channel FRANCE 24 Chooses AsiaSat 2 for Asia**

**Paris / Hong Kong, 2 February 2009** - Asia's leading satellite operator, Asia Satellite Telecommunications Company Limited (AsiaSat) and leading international news channel FRANCE 24 announced today the signing of a contract to distribute FRANCE 24's English-language 24-hour international news channel across the Asia-Pacific region through AsiaSat 2's powerful C-band platform at SatLink Communications.

FRANCE 24 is currently broadcasting in 3 languages – English, French and Arabic, in Europe, the Middle East, Africa and parts of the United States. With the launch of its free-to-air English-language service on AsiaSat 2, FRANCE 24 is able to access all leading cable and satellite television networks, terrestrial television stations and hotel networks throughout Asia, Australasia and the Middle East. The channel covers all world events with a focus on five major sectors: news, economics, culture and arts, sports and world weather forecast.

“We are very excited to launch in Asia on AsiaSat 2, which is very popular with cable operators, pay TV platforms and hotels throughout the region. We see a high demand for up-to-date news, as well as in-depth reporting and analysis from Asian audience and in particular decision makers and opinion leaders who travel extensively to and within Asia. With AsiaSat 2's unparalleled coverage and audience access, we are able to reach our target audience and offer them a French perspective on global events,” said Philippe Rouxel, Vice-President Worldwide Distribution of FRANCE 24.

“We are very pleased that FRANCE 24 has chosen AsiaSat 2 as its prime distribution platform for its English television news service in Asia, and to present the Asian viewers with a brand new perspective from Europe,” said Peter Jackson, Chief Executive Officer of AsiaSat.

FRANCE 24 is available free to air on AsiaSat 2 in C-band with the following reception parameters:

Transponder: 10B  
Frequency: 4000 MHz  
Polarisation: Horizontal  
Modulation: QPSK  
Symbol Rate: 28.125 Msym/sec  
FEC: 3/4

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### **About FRANCE 24**

FRANCE 24 is the first French international news channel that offers a French perspective and sensibility on world events. It broadcasts on a 24/7 basis on three channels, in French, English and Arabic, in Europe, the Middle East, Africa and on the east coast of the US. FRANCE 24 can be accessed by cable, satellite, DSL and on mobile. The website [www.france24.com](http://www.france24.com) is available in three languages (English, French, Arabic).

### **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°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](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 31 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.