



MEDIA RELEASE

Madani Channel Broadcasts across Asia Pacific on AsiaSat 3S

Hong Kong, 12 May 2009 – Asia’s leading satellite operator Asia Satellite Telecommunications Company Limited (AsiaSat) today announced that Faizan Productions (Pvt.) Ltd. has signed a lease agreement for the use of C-band capacity on AsiaSat 3S to broadcast “Madani”, a religious channel, to Asia, the Middle East and Australasia.

The Madani Channel has commenced 24-hour, free to air distribution on AsiaSat 3S, offering a mix of religious programming including speeches, lectures, documentaries, talk shows, Hamds, Naats, religious travelogue, in Urdu, Arabic and English languages. The Madani Channel, operated by Faizan Productions (Pvt.) Ltd., is wholly owned and managed by the followers of Dawat-e-Islami, a non-political, international religious organisation, also endorsed by the Ministry of Religious Affairs, the Government of Pakistan.

“We are excited about extending our service on AsiaSat 3S, the most watched satellite platform in Asia. AsiaSat 3S’s superb market access and exceptional transmission quality provide us the unique opportunity to distribute our programming effectively to a Muslim population of more than one billion across Asia Pacific,” said Muhammad Aslam, CEO of Faizan Production (Pvt.) Ltd. “On AsiaSat 3S, a highly popular satellite in Pakistan, we look forward to serving a wider audience across the country and beyond.”

“We are pleased to welcome ‘Madani Channel’ on AsiaSat 3S, a well respected channel from Pakistan. This agreement represents our latest success in further expanding AsiaSat’s clientele portfolio in Pakistan, and our efforts in bringing a comprehensive mix of programming bouquet serving audiences of different cultures and across borders,” said Peter Jackson, Chief Executive Officer of AsiaSat.

“Madani Channel” is now available free to air on AsiaSat 3S in C-band with the following reception parameters:

Transponder: 3V
Frequency: 3739 MHz
Polarisation: Vertical
Modulation: QPSK
Symbol Rate: 2.815 Msym/sec
FEC: 3/4

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About Faizan Production (Pvt.) Ltd.

Faizan Productions (Pvt.) Ltd. is a Private Limited Company. The Shareholders were inspired by the workings of a religious organisation and decided to form a company to propagate Islam through Electronic Media. Dawat-e-Islami is a non-political, international religious movement for the propagation of the Quran and Sunnah, and same is endorsed by the Ministry of Religious Affairs, the Government of Pakistan. Dawat-e-Islami has presence in more than 60 countries. For more information about Dawat-e-Islami, please visit www.dawateislami.net

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 currently 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 broadband 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). AsiaSat was voted the 'Best Asian Satellite Carrier' by Telecom Asia magazine in March 2009. 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 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.