



## MEDIA STATEMENT

**Hong Kong, 14 October 2009**

Asia Satellite Telecommunications Company Limited (AsiaSat) would like to make the following statement regarding a recent media report on Power Star Limited.

Power Star Limited (PSL), a company incorporated in Hong Kong and a joint venture company of AsiaSat and Echostar Corporation, has submitted an application to the Broadcasting Authority for a "Non-domestic Television Programme Service Licence" to provide direct-to-home subscription television service. The application was published in the Government of Hong Kong Special Administrative Region Gazette on 11 September 2009 and is currently under review by the Broadcasting Authority. In the case of a Non-domestic Television Programme Service Licence, the service does not primarily target Hong Kong. The proposed service of PSL is not intended to compete head-on with local free and pay TV operators.

The target launch date of this service is the end of 2009. Programming and subscription packages will be determined and announced in the coming months.

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### ***About AsiaSat***

AsiaSat, the leading regional satellite operator in Asia, serves over two-thirds of the world's population with its powerful satellite fleet, comprising AsiaSat 3S at 105.5°E, AsiaSat 4 at 122°E and AsiaSat 5 at 100.5°E. The AsiaSat satellite fleet provides services to both the broadcast and telecommunications industries. Over 300 television and radio 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 (Stock Code: 1135). In March and June of this year, AsiaSat was selected the 'Best Asian Satellite Carrier' and the 'Satellite Service Provider of the Year in Asia Pacific' respectively by Telecom Asia magazine and Frost & Sullivan. For more information, please visit [www.asiasat.com](http://www.asiasat.com)

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