



MEDIA RELEASE

AsiaSat 3S to Broadcast the East Asian Games 2009

Hong Kong, 20 November 2009 – Asia's leading satellite operator Asia Satellite Telecommunications Company Limited (AsiaSat) has been awarded a contract by 2009 East Asian Games (Hong Kong) Limited to supply satellite capacity on AsiaSat 3S for live television coverage of the Hong Kong 2009 East Asian Games (EAG) from December 5-13.

AsiaSat 3S will be exclusively used to distribute television feeds of the 2009 EAG to Broadcast Right Holders and millions of sports fans across the Asia Pacific.

Peter Jackson, Chief Executive Officer of AsiaSat said, "We are very proud of the key role AsiaSat will play in delivering the Hong Kong 2009 East Asian Games coverage across the Asia-Pacific region. We are confident that our service quality and reliability will provide a fantastic viewing experience to the viewers in East Asia and beyond."

Close to 3,000 elite athletes from nine participating countries and regions in East Asia will gather in Hong Kong at 21 competition venues to compete for 262 gold medals in 22 sports at this event, making it the largest in the history of EAG.

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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 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

Media inquiries:

Asia Satellite Telecommunications Company Limited

Sabrina Cubbon, General Manager, Marketing

Tel: (852) 2500 0899

Mobile: (852) 9097 1210

Email: scubbon@asiasat.com

Winnie Pang, Manager, Corporate Affairs

Tel: (852) 2500 0880

Email: wpang@asiasat.com