



MEDIA RELEASE

Dish TV India Uses AsiaSat 5 to Expand DTH Offerings

Hong Kong, 10 February 2011 – Asia’s leading satellite operator Asia Satellite Telecommunications Co. Ltd. (AsiaSat) is pleased to announce that Dish TV India Limited, part of the Zee Group, will be utilising four 54 MHz Ku-band transponders on AsiaSat 5 to enhance its HD and SD Direct-to-Home (DTH) offerings in India.

Dish TV is the largest DTH operator in India and serves over 9.5 million subscribers with an expanding bouquet of some 270 channels and services. Additional transponder capacity on AsiaSat 5 will enable Dish TV to significantly increase its DTH offerings to more than 30 HD and 320 SD channels.

“The transponders on AsiaSat have provided us with the capacity we need to reinforce our competitive strength in the Indian DTH market. With this new capacity on AsiaSat 5, we are able to considerably enhance our DTH services to subscribers by increasing our HD and SD channel offerings, providing more value-added services, localised and region specific content. Through these initiatives, we will maintain our market leadership and achieve even more subscribers in the coming months,” said Rajiv Khattar, President Projects of Dish TV India Limited.

William Wade, President and CEO of AsiaSat commented, “We are pleased that AsiaSat has been chosen to facilitate Dish TV’s DTH expansion plans in India, bringing an ever increasing and unprecedented mix of channels to their subscribers. Dish TV and AsiaSat have a long standing relationship and it is a pleasure to assist with their expansion needs. We look forward to meeting the increased demand from the rapidly developing media market in India.”

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About Dish TV India Limited

Dish TV is India’s largest direct-to-home company and part of the biggest media conglomerate – Zee Group. Dish TV has on its platform ~ 267 channels & services with 9.5 million subscribers, which is growing. Dish TV has a vast distribution network of about 1,400 distributors & 55,000 dealers that spans around 6,600 towns across the country. Dish TV has 24*7 call centre with 1,600 seats in 11 different languages to take care of subscriber requirements at any point of time. For more information on Dish TV, visit www.dishtv.in

About AsiaSat 5

AsiaSat 5 is a Space Systems/Loral's 1300 satellite launched in August 2009 and replaced AsiaSat 2 at the orbital location of 100.5 degrees East. AsiaSat 5 carries 26 C-band and 14 Ku-band transponders, and has a design life of 15 years. Its powerful C-band footprint covers over 50 countries and regions spanning from Russia to New Zealand and from Japan to the Middle East and parts of Africa. The Ku-band coverage consists of two high powered fixed beams serving East Asia and South Asia, as well as a steerable beam currently positioned over Indochina.

About AsiaSat

AsiaSat, the leading regional satellite operator in Asia, serves over two-thirds of the world's population with its three satellites, 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 500 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. AsiaSat also provides operators and end users telecommunications services such as voice 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). For more information, please visit www.asiasat.com

Media inquiries:**Dish TV India Limited**

Rajiv Khattar

Email: rkhattar@dishtv.in

Asia Satellite Telecommunications Company Limited

Sabrina Cubbon, Vice President, Sales and 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