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PRESS RELEASE

ASIA BROADCAST SATELLITE APPOINTS KEN BETAHARON AS CHIEF TECHNOLOGY OFFICER

Hong Kong, 4 April 2008 - Asia Broadcast Satellite (ABS) announced the appointment of Khodadad (Ken) Betaharon as its Chief Technology Officer. In this new position, Ken will play a key leadership role and will be responsible for the ABS-2 Program, including spacecraft development and planning, as well as satellite payload operations, regulatory and strategic development.

Tom Choi, ABS's Chief Executive Officer said, "We are delighted to have Ken join us at ABS. Ken brings more than 30 years of experience and will be an invaluable member to the management team spearheading the ABS-2 project and expanding our portfolio."

Prior to joining ABS, Ken was the Senior Vice President and Chief Technology Officer for Intelsat. During his tenure at Intelsat he was involved in all aspects of satellite communications with responsibility in the procurement of over forty (40) satellites, several large business development activities, R&D efforts, ITU related activities and filings, system planning and satellite deployment strategies, communications engineering, products and services development, and the establishment of the Intelsat terrestrial infrastructure after Intelsat privatization.

Ken has also spent over nine years at Comsat Laboratories developing space as well as ground segment hardware, satellite communications system analysis and measurements.

About Asia Broadcast Satellite

Asia Broadcast Satellite (ABS) is one of Asia's most valued and premium satellite operators. Located in the prime Indian Ocean Region at 75°E, the ABS-1 satellite connects 4 continents covering 4/5th of the world's population. With our extensive coverage, high power and large capacity, we enable our clients to be at the forefront of satellite communications. ABS offers a wide range of services including Direct to Home, Cable TV distribution, Internet Backbone, Cellular Backhaul, Maritime and VSAT services.

Headquartered in Hong Kong, ABS serves a global customer base with representatives in Asia, the EMEA and CIS regions, and North America. ABS operates state of the art teleport facilities in both Hong Kong and Germany offering End-to-End Solutions to its customers. ABS provides redundant earth stations and IP transit through its European and Asian Internet gateways.

ABS will expand its presence with the launch of its second satellite (ABS-2) in 2010.

For more information, please visit the Company's website at www.absatellite.net