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PRESS RELEASE

ASIA BROADCAST SATELLITE APPOINTS SRINI PRASANNA AS VICE PRESIDENT- BUSINESS DEVELOPMENT

Hong Kong, 30 September 2008 - Asia Broadcast Satellite (ABS) announced the appointment of Srinu Prasanna as Vice President Business Development. In this position, Mr. Prasanna will be responsible for developing strategies and identifying opportunities with key service providers across the region. He will also focus on market entry strategy for ABS-2 satellite, securing commercial business opportunities and establishing strategic partnerships within the coverage areas of ABS-2.

Mr. Prasanna was working previously as a consultant for promoting sales of ABS-1 capacity in Africa and the Middle East and has been closely involved in helping to develop the business plan and strategy for the ABS-2 program.

Mr. Prasanna has 34 years of experience in the telecommunications industry covering a full spectrum of services and disciplines. He spent over 8 years at New Skies Satellites as Vice President of Sales for Indian subcontinent, Middle East and Africa (IMEA). Mr. Prasanna also worked at Intelsat for over 23 years holding various technical and management positions, spending the last 3 years as Managing Director, South Asia Regional office, Bangalore, India.

Mr. Prasanna holds a MSEE from the George Washington University and a BE degree in Electrical Engineering, S. J College of Engineering, India.

About Asia Broadcast Satellite

Asia Broadcast Satellite (ABS) is one of Asia's most valued and premium satellite operators. Located at 75°E, ABS-1 connects 4/5th of the world's population covering all of Asia, the CIS region, the Middle East, most of Africa and Eastern Europe.

Leveraging its extensive coverage and operating state of the art, redundant teleports facilities in both Hong Kong and Germany, ABS is able to strategically and effectively offer a broad range of End-to-End solutions including CATV distribution, Direct to Home, Cellular Backhaul, VSAT and Internet Backbone services with diverse IP transit through its European and Asian internet gateways. ABS currently hosts over 90 channels on ABS-1, making it as one of the fastest growing and top satellite distribution platform for CATV distribution in the Indian Ocean Region

ABS will expand its presence with the launch of its second satellite (ABS-2) in 2011 and will continue to expand its coverage and business worldwide.

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