



For Immediate Release

Asia Broadcast Satellite (ABS) Awards Optimal Satcom a Multi-Year Contract to Provide Enterprise Capacity Management System

Greater Operational Efficiency Will Support ABS's Expansion and Transition from a Regional to Global Operator

Reston, VA, September 7, 2011 – Optimal Satcom has been awarded a multi-year contract by Asia Broadcast Satellite (ABS) to provide its industry leading, enterprise satellite capacity system to help manage ABS' growing commercial satellite business.

Under the terms of the agreement, Optimal Satcom will provide ABS with a comprehensive system including the Enterprise Capacity Manager™ (ECM®) software system integrated with COMPLAN®. The highly-engineered capacity management tool, useful in all phases of SATCOM network design and optimization, will include several networked servers and replicated databases installed at several ABS offices around the world. The system will allow ABS personnel to simultaneously manage their expanding satellite business from any ABS office while ensuring high performance and redundancy.

Optimal Satcom will also support the migration of ABS's legacy systems and databases to its new, comprehensive system, the development of interfaces with ABS's other operational systems, and post-deployment support services. The new system is planned for operations in the last quarter of 2011.

"Optimal Satcom is pleased to be working closely with Asia Broadcast Satellite as it positions itself for growth," said Ahsun H. Murad, President and CEO of Optimal Satcom. "ECM brings together all the major functions related to capacity management into a single system, and will allow ABS to achieve increased operational efficiency in the highly competitive commercial satellite market." he added.

Tom Choi, CEO of Asia Broadcast Satellite said: "We are delighted to be using Optimal Satcom's ECM system. With the dramatic growth of our satellite fleet and the addition of multiple satellites being added over the next 2-3 years, it was critical for ABS to implement a robust capacity management system that could help us manage the operations for our growing satellite business. The ECM system will integrate all aspects of satellite capacity management into a single centralized system and optimize the operational efficiency, flexibility and reliability of our workflow."

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Optimal Satcom is the leading provider of enterprise systems and services for satellite capacity management helping satellite operators and service providers achieve significant cost savings with the ECM's integrated satellite capacity planning and management functions, and COMPLAN's network analysis and optimization services. Optimal Satcom's ECM-COMPLAN system is a high-performance, low-risk solution with an established track record and is currently in use by satellite operators and major satellite service providers to manage capacity on over 100 satellites belonging to more than 30 different satellite operators.

Asia Broadcast Satellite (ABS) is one of the fastest growing premium satellite operators in the world. ABS offers a complete range of End-to-End solutions including Direct-to-Home (DTH) and Cable TV distribution (CATV), Cellular Backhaul, VSAT and Internet Backbone services with diverse IP transit through its European and Asian internet gateways. ABS's satellite fleet includes four operational satellites with a fifth satellite (ABS-2) under construction and expected to be launched in 2013, providing coverage over Asia, Africa, the Middle East, Europe and CIS countries.

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