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## **PRESS RELEASE**

### **ASIA BROADCAST SATELLITE APPOINTS SCOTT SPRAGUE AS CHIEF OPERATING OFFICER**

Hong Kong, 9<sup>th</sup> January 2012 - Asia Broadcast Satellite (ABS) announced the appointment of Scott Sprague as Chief Operating Officer (COO). In this new position, Scott will be responsible for managing the global sales, marketing, and operations of value added services.

Mr. Thomas Choi, Chief Executive Officer of ABS said, "We are absolutely delighted with the appointment of Scott Sprague as our Chief Operating Officer. From its entrepreneurial beginnings, ABS has grown to become one of the fastest growing satellite operators in the world. With the upcoming launch of ABS-2 in early 2013 as well as anticipated further expansion of our fleet, we sought out a world-class executive to bolster our executive management team for the next evolutionary phase of our growth. Scott Sprague who just recently resigned from SES brings a myriad of experiences to our organization and most importantly the experience of successfully running a sales organization of a global satellite operator. Aside from serving as a member of the Executive Management Team, Scott will be principally responsible for managing the global sales and service operations of ABS. It is my sincere belief that we could not have found a better candidate for this role and we are looking forward to working with him to better serve the needs of our ever expanding list of customers."

Prior to joining ABS, Scott Sprague was Senior Vice President, Global Sales for SES. During his tenure at SES, he was responsible for global revenue, led a sales team and built a portfolio of businesses for media, enterprises and customers around the globe.

Mr. Sprague held various senior management positions including: Vice President of Enterprise Sales from KPNQwest, Vice President of Channel Management for Infonet Service Corporation and General Manager for AT&T. He oversaw functional activities, sales and revenues.

"I am very excited to be joining the ABS senior leadership team. My passion is working with customer-centric organizations. Clearly ABS has established itself as one of the most creative and flexible satellite service providers in the industry. I look forward to leveraging my global experience with the entrepreneurial spirit of ABS. I firmly believe that by expanding the ABS 'customer first' philosophy on a worldwide basis we can drive shareholder value. The regions that the ABS fleet currently covers and their stated expansion plan centers on the high growth markets of the world. I am very familiar with the dynamics of these markets and feel confident that we can provide best in class support to our customers any where they do business," commented Scott Sprague.

Mr. Sprague earned an MBA in International Business from Western International University and a BS degree in Business Administration from Illinois State University.

### **About Asia Broadcast Satellite**

*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), Cable TV distribution (CATV), Cellular Backhaul, VSAT and Internet Backbone services with diverse IP transit through its European and Asian internet gateways. ABS currently host over 180 TV channels making it as one of the fastest growing and top satellite distribution platforms and broadcaster of TV channels in Asia Pacific.*

*ABS has grown from a single satellite operator to operating four satellites in orbit (ABS-1, ABS-1A, ABS-3, ABS-7) and its fifth satellite (ABS-2) currently under construction.*

*ABS-3 at 3 West provides affordable high powered C and Ku-band satellite coverage over the Sub-Saharan African region to serve Africa's growing communications requirements.*

*The ABS-2 satellite (scheduled 2013) will be located in geostationary orbit at 75° East. Fitted with 89 active C, Ku, and Ka-band transponders, it will provide optimized direct TV broadcast, multimedia applications, telecommunications and data transmission services for Asia Pacific, Russia/CIS, Africa and the Middle East.*

*The ABS satellite fleet covers four-fifths of the world's population across Asia Pacific, Africa, E. Europe, the Middle East, CIS and Russia.*

*For more information, please visit the Company's website at [www.absatellite.net](http://www.absatellite.net)*