

FASHION ONE 4K



For Immediate Release

Fashion One Launches First UHD Fashion Channel, Fashion One 4K, Worldwide with MEASAT

*Now broadcasting across Asia Pacific, Middle East, Australia and East Africa,
revolutionizing the world of fashion and entertainment*

New York, 1 September 2015 – MEASAT Satellite Systems (“MEASAT”) and New York-based *Fashion One Television LLC.*, the leading fashion, entertainment and lifestyle television network, have taken the next big step in broadcasting with the launch of the first English language Ultra HD channel in the world, **Fashion One 4K**, on the MEASAT-3a satellite.

Fashion One 4K was launched on September 1, 2015. Distributed free-to-air through the MEASAT-3a satellite at the 91.5 degrees East video hotspot, the channel will reach over 130 million viewers across Asia Pacific, Middle East, Australia and East Africa.

Fashion One has been upgrading its production format from HD to Ultra HD since 2014 and now owns an extensive library of Ultra HD content with 100% content rights. **Fashion One 4K** currently carries the latest fashion and entertainment content such as new seasons of the active lifestyle series *Model Yoga*, the global culinary adventures of *Fashion On A Plate*, and the sustainable fashion docu-series *Eco Fashion*. Other programming includes specials like *The Ultimate Style Guide* and *Fashion Around the Globe*, leaving something for everyone.

With four times the clarity of HD broadcasting and the highest picture and sound quality that has ever been seen on television, there is no better way to experience this world of fashion. Viewers will experience Ultra HD’s superior resolution and the sharpest details, the smoothest lines and the richest color palette to ever be broadcast on television.

“We are tremendously excited to launch **Fashion One 4K**, the world’s first global Ultra HD channel dedicated to fashion and entertainment. We have invested heavily in producing Ultra HD content over the last two years, and I’m delighted that we are finally able to share the channel with our viewers,” said *Fashion One Television LLC.*’s Chief Operations Officer, Gleb Livshits. “Together with MEASAT, our long-time partner, we are committed to leading the industry and providing our audiences with the highest quality content.”

“*Fashion One* is a global lifestyle and entertainment TV network, supporting a large and rapidly expanding customer base,” said Paul Brown-Kenyon, Chief Executive Officer, MEASAT. “MEASAT is delighted to partner with *Fashion One* again in supporting **Fashion One 4K**’s launch. This collaboration continues MEASAT’s track record of working with partners to pioneer the distribution of next generation video content in Asia.”

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“Our flexible solutions and collaborative approach led *Fashion One* to select *MEASAT* for the launch of **Fashion One 4K**. We look forward to working with more channels and content providers to help jump start this exciting new video segment,” Paul added.

Fashion One 4K was launched concurrently on *SES Satellite*, reaching over 67 million households across North America at 103 degrees West (SES-3) and over 23 million households across South America at 47.5 degrees West (NSS-806). In Europe, the channel is broadcasted under the brand **Fashion 4K**, reaching over 116 million households at 19.2 degrees East.

It’s time for **Real Fashion** in **Real 4K**. **Fashion One 4K**—fashion starts here.

For more information on **Fashion One 4K**, please visit fashion4k.tv.

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About Fashion One Television LLC.

New York-based Fashion One Television LLC. is the leading fashion, lifestyle and entertainment television network with an audience of more than 420 million households. With everything from the latest updates and in-depth interviews with designers and celebrities, audiences are captivated by the network’s programming—including but not limited to reality shows, documentaries, travel diaries, entertainment news and lifestyle series. The network is one of the fastest growing and most well distributed special interest channels in the world and operates under the “Fashion One” brand, with local variants known as “F.O.” and Fashion First. September 1, 2015 marks the birth of “Fashion One 4K”, the world’s first fashion and lifestyle channel launching in more than 6 continents simultaneously in crystal clear 4K quality.

About MEASAT Global

MEASAT is a premium supplier of satellite communication services to leading international broadcasters, Direct-To-Home (DTH) platforms and telecom operators. With capacity across six (6) communication satellites, the company provides satellite services to over 150 countries representing 80% of the world’s population across Asia, Middle East, Africa, Europe and Australia.

The MEASAT fleet includes the state-of-the-art MEASAT-3, MEASAT-3a and MEASAT-3b satellites co-located at 91.5°E, supporting Asia’s premium DTH and video distribution neighborhood; MEASAT-2 at 148.0°E; and, MEASAT-5 at 119.5°E. In Africa, the AFRICASAT-1a satellite at 46.0°E provides satellite capacity across the African continent with connectivity to Europe, the Middle East and South East Asia. The MEASAT fleet will be further strengthened with the addition of MEASAT-2a at 148.0°E in 2017.

Leveraging facilities at the MEASAT Teleport and Broadcast Centre, and working with a select group of world-class partners, MEASAT also provides a complete range of broadcast and telecommunications solutions. Services include ultra high definition, high definition and standard definition video playout,

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video turnaround, co-location, uplinking, broadband and IP termination services. For more information, please visit www.measat.com.

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