



ITV STUDIOS GLOBAL ENTERTAINMENT ANNOUNCES MAJOR CARRIAGE DEAL FOR GRANADA TV IN ASIA

Hong Kong, 17 December 2009, ITV STUDIOS Global Entertainment today announced Asia's newest general entertainment channel Granada TV has been picked up by the South East Asia's largest pay TV operator, Astro All Asia Networks (ASTRO).

Granada TV will be available to all 2.8m Astro subscribers as part of the Astro Family Pack, starting 21 December 2009.

Granada TV offers a strong line up of contemporary dramas, comedy, cutting-edge reality programming and the best in talk and entertainment shows. The channel is part of ITV STUDIOS Global Entertainment and draws on the vast resources of the ITV STUDIOS programming portfolio. ITV is the UK's most successful commercial broadcaster and one of the world's largest television producers.

Henry Tan, Chief Operating Officer at Astro said, "Our channel portfolio delivers to our customers a broad range of entertaining and high-end programming from around the world. As a tribute to our customers for their continuous support of ASTRO, we are pleased to offer Granada TV on our platform. We are happy to announce that Granada TV will be available to all our viewers starting from 21 December 2009. The channel contains many of the UK's best shows and we are sure our growing audiences will enjoy what this exciting new channel has to offer."

James Ross, Regional Director - Asia, ITV STUDIOS Global Entertainment said "The launch of Granada TV on Astro caps off a terrific year in distribution for the channel and follows our recent launches in Korea, Singapore and Thailand. Being a part of the Astro DTH platform is also a further endorsement in our channel proposition of fresh contemporary entertainment, drama and reality programming. Astro customers will, for the first time, have access to an extraordinary range of fresh entertainment programming from ITV, one of the world's leading TV broadcasters and producers. The footprint of Granada TV continues to grow with more carriage agreements to be announced at the start of 2010."

Programmes available to Astro viewers in early 2010 include:

Prime Suspect: The multiple award-winning crime drama series starring Helen Mirren.

Super Agents: A brand new reality show that takes six contestants on a journey into the glamorous and cut throat world of modern sports management.

The Crunch: A unique challenge show takes place in the spectacular terrain of China that sees six of the world's toughest men and women competing in the face of seemingly impossible challenges.

Royal Variety Performance 2009 - 1 x 150 special: A glittering array of celebrity performers from around the world gathers to entertain Her Majesty Queen Elizabeth II, a theatre audience of thousands and millions of television viewers. Acts lined up to appear include: Lady Gaga, the winner of this year's *Britain's Got Talent*, dance act Diversity, the amazing and multi-award winning, Bette Midler, Oscar winner Whoopi Goldberg, along with the cast of the smash-hit West End production, *Sister Act*, Canadian singer and Grammy Award winner, Michael Buble, *X Factor* winner Alexandra Burke and teen superstar Miley Cyrus.



About Astro All Asia Networks:

ASTRO ALL ASIA NETWORKS plc (AAAN) is the holding company for MEASAT Broadcast Network Systems Sdn Bhd, the sole operator of direct-to-home satellite pay television services in Malaysia under the “Astro” brand, and Airtime Management & Programming Sdn Bhd, the leading commercial radio broadcaster in Malaysia. Celestial Pictures Ltd, a subsidiary of AAAN in Hong Kong, owns and distributes the world’s largest Chinese film library as well as operates the Celestial Movies Channel. Astro Entertainment Sdn Bhd produces and aggregates local content for distribution primarily in Malaysia and Indonesia but also increasing to other regional and international markets such as Singapore, Vietnam and the Middle East. AAAN also has investments in pay television and radio broadcasting in India. AAAN, which is listed on Bursa Malaysia, operates out of the All Asia Broadcast Centre, a fully-integrated digital broadcast and production complex in Kuala Lumpur.

About Granada TV

Granada TV is a new contemporary general entertainment channel from ITV Studios With programming drawn from the extensive ITV library, Granada TV offers viewers hit contemporary dramas such as the award-winning *Prime Suspect*, cool comedy, cutting-edge reality and the best in star-studded talk and entertainment shows such as *The Jeremy Kyle Show*, *The Friday Night Project*, *Ballroom Bootcamp*, *Airline*, and *Vroom Vroom*. Many of the programmes have never been seen before in Asia.

About ITV STUDIOS Global Entertainment

ITV STUDIOS Global Entertainment is one of the world’s leading international TV distribution, home-entertainment, merchandising and licensing businesses. ITV STUDIOS Global Entertainment proudly represents a world-class portfolio from ITV Studios, Granada and over 200 leading independent producers. Showcasing more than 35,000 hours of critically celebrated and hugely popular original and formatted programming, including all new *Hell’s Kitchen*, *Come Dine with Me*, *Dancing on Ice*, *I’m a Celebrity... Get Me Out of Here!*, *Coronation Street*, *Agatha Christie’s Marple* and *Poirot*, *Morse*, *Prime Suspect* and the highly anticipated drama *The Prisoner*.

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