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(Stock code: 1045)

PRICE SENSITIVE INFORMATION

**SUCCESSFUL LAUNCH OF APSTAR 7 SATELLITE BY LONG MARCH 3B/E
LAUNCH VEHICLE TO THE DESIGNATED ORBIT**

This announcement is made by APT Satellite Holdings Limited (the “Company”) pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

References are made to the circulars of the Company dated 19 October 2009 and 27 November 2009 (the “Circulars”) in relation to (a) the procurement of APSTAR 7 Satellite (“APSTAR 7 Satellite”); and (b) the procurement of launch services in respect of APSTAR 7 Satellite, respectively. Definition and capitalized terms used in this announcement, unless the context requires otherwise, shall bear the same meanings as defined in the Circulars.

The Company is pleased to announce that APSTAR 7 Satellite was successfully launched to the designated orbit on 31 March 2012 on board of Long March 3B/E launch vehicle of China Great Wall Industry Corporation.

APSTAR 7 Satellite, which is the sixth in-orbit satellite of the Group, was commissioned in September 2009 for the purpose of replacing APSTAR 2R satellite, which will be retired in 2012. APSTAR 7 Satellite is a Spacebus 4000 C2 Platform high power geostationary communication satellite with 28 C-band and 28 Ku-band transponders. The C-band transponders of APSTAR 7 Satellite provide the same coverage as APSTAR 2R Satellite to ensure seamless services transition for customers from APSTAR 2R Satellite to APSTAR 7 Satellite. The Ku-band transponders of APSTAR 7 Satellite are built with China Beam, Middle East and

North Africa Beam, African Beam, and Steerable Beam, so as to further expand the satellite capacity and coverage of the Group to the above said regions.

By Order of the Board
APT Satellite Holdings Limited
Dr. Lo Kin Hang, Brian
Company Secretary

Hong Kong, 1 April 2012

The Directors as at the date of this announcement are as follows:

Executive Directors:

Cheng Guangren (President) and Qi Liang (Vice President)

Non-Executive Directors:

Lei Fanpei (Chairman), Lim Toon, Yin Yen-liang, Yong Foo Chong,
Zhuo Chao, Fu Zhiheng and Tseng Ta-mon (Alternate Director to Yin Yen-liang)

Independent Non-Executive Directors:

Lui King Man, Lam Sek Kong and Cui Ligu