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Laureen Ong to Succeed Steve Askew as COO of STAR

Hong Kong, 26 March 2007 – STAR today announced the appointment of Laureen Ong as its Chief Operating Officer. Ong will succeed Steve Askew who has resigned from the company for personal reasons. Reporting to Paul Aiello, Chief Executive Officer of STAR, she will join STAR officially in June.

Ong joins STAR from National Geographic Channel where she was the founding President of the Network. Ong architected the 2001 launch of NGC, which became one of the fastest growing networks in U.S. cable television history.

Announcing the appointment, Aiello said, "Laureen is an accomplished media and entertainment veteran. Her forward-thinking business judgment and constant drive to grow and innovate were key factors in allowing her to build NGC from the ground up. We are excited to have attracted a TV executive of such high calibre and extensive experience to join STAR, as the company aggressively expands its portfolio of content properties across all platforms in its key markets in Asia."

Aiello continued, "Steve has been with STAR for over 10 years and has played a key leadership role in virtually every aspect of our operations. He has been an instrumental force in shaping the company and growing it from a relatively small broadcaster into the industry leader it is today. We thank Steve for his tremendous contributions and wish him all the best in his future endeavours."

Askew said, "I feel fortunate to have taken part in the growth of a company as exciting and vibrant as STAR. To have spent so many years among one of the most talented teams in the industry has been a true honour for me and I would like to thank everyone for their support over the years. I have every confidence that STAR will continue to build on its established successes."

Ong said, "I am thrilled about this unique opportunity to come to Asia, and join STAR, the leading media company in the region. I strongly believe that the media industry in Asia will continue to thrive on the back of its booming



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economies and I feel privileged for the opportunity to apply my experience and expertise in this exciting time of rapid growth. I look forward to working with Paul as well as the rest of the talented team at STAR as we chart a course for the company to take the next step in its development.”

Prior to launching National Geographic Channel, Ong served for two years as vice president and General Manager of WTTG-TV in Washington, D.C where she was the first Asian-American woman to lead a top 10 market affiliate. Ong also helped launch SportsVision in Chicago, one of the first regional sports networks in the country, where she served for seven years eventually becoming Executive Producer and VP Broadcasting for the World Series-winning Chicago White Sox baseball team (in which she continues to hold an ownership stake).

Ong received an M.A. in communications from Columbia University and a B.A. in education from Montclair College, during which time she also studied in England and Taiwan.

About STAR

STAR is a leading media and entertainment company in Asia. STAR broadcasts over 60 television services in nine languages to more than 300 million viewers across 53 Asian countries. STAR channels cover all genres including general entertainment (Star Plus, Xing Kong, Star Chinese Channel, Star One, Star Utsav, Star World, Vijay, Phoenix Chinese), sports (ESPN, Star Sports), movies (Star Chinese Movies, Star Gold, Star Movies), music (Channel [V]), and news and current affairs (Star News, Star Ananda, Phoenix InfoNews Channel). STAR controls over 20,000 hours of Indian and Chinese programming and also owns the world's largest contemporary Chinese film library, with more than 600 titles, featuring superstars including Jackie Chan, Chow Yun Fat and Bruce Lee. In partnership with leading companies in Asia, STAR businesses extend to filmed entertainment, television production, cable systems, direct-to-home services, terrestrial TV broadcasting, wireless and digital services. STAR is a wholly owned subsidiary of News Corporation. www.startv.com

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(Note: To obtain a high-resolution softcopy of Laureen Ong's photo, please send an email request to dickylo@startv.com)



Laureen Ong
Chief Operating Officer
STAR