

SKY Perfect JSAT Holdings Inc.

News Release



December 2, 2008
SKY Perfect JSAT Holdings Inc.

Total Registrations and Individual Subscribers **as of the end of November 2008**

SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama) is pleased to announce that SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President & CEO; Masanori Akiyama), a 100% owned subsidiary of SKY Perfect JSAT Holdings Inc., today released attached news release regarding the number of total registrations and individual subscribers as of the end of November 2008.

SKY Perfect JSAT Corporation

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Total Registrations and Individual Subscribers as of the end of November 2008

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President & Chief Executive Officer; Masanori Akiyama; "SKY Perfect JSAT") announced the number of total registrations and individual subscribers as of the end of November 2008.

TOTAL	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	47,318	35,553
The number of re-registered subscribers* ³	2,110	1,803
Churn	49,049	44,385
Monthly Churn Rate* ⁴	1.1%	1.2%
Net Increase	379	-7,029
Cumulative Total	4,279,099	3,696,193

* The total column shows the summed-up figure of cumulative totals of DTH Services and Wired Broadcasting Services.

SKY PerfectTV!	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	10,549	8,441
The number of re-registered subscribers* ³	1,274	967
Churn	34,079	32,237
Monthly Churn Rate* ⁴	1.0%	1.1%
Net Increase	-22,256	-22,829
Cumulative Total	3,325,243	2,843,621
SKY PerfectTV! e2	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	32,712	23,161
The number of re-registered subscribers* ³	831	831
Churn	13,190	10,446
Monthly Churn Rate* ⁴	1.6%	1.5%
Net Increase	20,353	13,546
Cumulative Total	822,751	723,719
Cumulative Total of DTH Services	4,147,994	3,567,340
Multichannel Broadcasting Service through SKY PerfectTV! HIKARI *⁵	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	3,770	3,663
The number of re-registered subscribers* ³	3	3
Churn	1,494	1,416
Monthly Churn Rate* ⁴	1.7%	1.7%
Net Increase	2,279	2,250
Cumulative Total	88,966	86,804
Other Wired Broadcasting Services*⁶	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	287	288
The number of re-registered subscribers* ³	2	2
Churn	286	286
Monthly Churn Rate* ⁴	0.7%	0.7%
Net Increase	3	4
Cumulative Total	42,139	42,049
Cumulative Total of Wired Broadcasting Services	131,105	128,853

- *1 Total Subscribers: The total numbers of provisional subscribers before executing pay- subscription agreement (provisional subscribers for SKY PerfecTV! only), institutional subscribers including retailers exhibition and registrations for technical development in addition to individual subscribers.
- *2 Individual Subscribers: Subscribers who agreed with pay-subscription agreement and have been actually paying subscription fee.
- *3 The number of re-registered subscribers: number of individuals who agreed with pay-subscription agreement within one year of cancellation and have already paid for the viewing.
- *4 Monthly Churn Rate: The following formula is used to calculate the monthly churn rate.

$$\text{Monthly Churn Rate} = \text{Churns during the current month} / \text{Total subscribers at the end of the previous month} \times 12 \text{ months}$$
- *5 The multichannel broadcasting service in Fukuyama-shi, Hiroshima, jointly operated with Energia Communications, Inc. and the channel lease service in Achi-mura, Nagano, and Ena-shi, Gifu, that uses available fiber-optic network bandwidth will remain under the name of "HIKARI PerfecTV!"
- *6 Other Wired Broadcasting Services: Other Wired Broadcasting Services refer to the number of multichannel broadcasting contract using SKY Perfect JSAT's digital broadcasting system, including cable television, excluding SKY PerfecTV! HIKARI.

● Number of households connecting to SKY PerfecTV! HIKARI (as of the end of , November 2008)

	Total
Number of households connecting to SKY PerfecTV! HIKARI	306,921

The number means the number of households to which we provide the broadcasting service (retransmission or multichannel broadcasting service) as the subject of billing as of the end of the month. This number does not include the households of the multichannel broadcasting services with Energia Communications, Inc. in Fukuyama City, Hiroshima Prefecture, and the multiple broadcasting services provided by utilizing the empty bandwidth in the optical fiber network possessed by Cable City Yokohama, Achi Village in Nagano Prefecture, Ena City in Gifu Prefecture and others.