

SKY Perfect JSAT Holdings Inc.

News Release



March 4, 2009
SKY Perfect JSAT Holdings Inc.

Notification of Organizational Changes and Personnel Reassignments

SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; President & CEO: Masanori Akiyama) and wholly owned subsidiary SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President & CEO: Masanori Akiyama) today announced personnel and organizational changes effective March 4 and April 1, 2009. Details are provided in the following attachments.

1. Organizational Changes

1) SKY Perfect JSAT Holdings
No organizational changes.

2) SKY Perfect JSAT Corporation (as of April 1, 2009)

In order to expedite management decisions by flattening hierarchies while maintaining current services and operations at operating companies, SKY Perfect JSAT Corporation will eliminate divisions and integrate groups. As a result, the current organization of 5 groups and 13 divisions will be consolidated into 6 groups.

- Groups will no longer be the major organizational unit
- The Corporate Planning & Strategy Division and the Human Resource & Purchase Administration Division will be combined to form the Corporate Planning & Strategy Group
- The Finance, Credit & General Affairs Division and the Accounting, Legal & Information Systems Division will be combined to form the Corporate Services Group
- The Broadcasting Business Division will combine with the Content Business Division to form the Broadcasting Business Group
- The Marketing Division and the Customer Service & Communications Division will be combined to form the Marketing Group
- Sales Division I and Sales Division II will combine to form the Satellite Business Group
- The Satellite Operations Division will combine with the Communications Engineering Division and Broadcast Engineering Division to form the Engineering & Operations Group

* Attachment: New organizational chart (for reference)

2. Personnel Reassignments

1) SKY Perfect JSAT Holdings: Personnel as of March 4, 2009

Name	New Title	Former Title
Atsuhiko Oe	General Manager, Finance and Accounting Department	General Manager, Accounting Department

2) SKY Perfect JSAT Corporation: Personnel as of March 4, 2009

Name	New Title	Former Title
Yutaka Nagai	Director of the Board, Senior Executive Vice President, General Manager, Corporate Planning & Strategy Group, General Manager, Corporate Coordination Group, General Manager, Engineering & Operations Group	Director of the Board, Senior Executive Vice President General Manager, Corporate Planning & Strategy Group, General Manager, Engineering & Operations Group
Yoichi Iizuka	Director of the Board, Secretary to the President	Director of the Board, Senior Executive Vice President General Manager, Corporate Coordination Group
Toshikuni Shimizu	Managing Executive Officer General Manager, Accounting, Legal & Information Systems Division, Corporate Coordination Group, General Manager, Group Planning & Coordination Dept, Corporate Coordination Group	Managing Executive Officer General Manager, Accounting, Legal & Information Systems Division, Corporate Coordination Group

3) SKY Perfect JSAT Corporation: Personnel as of April 1, 2009 (As a result of organizational changes)

Name	New Title	Former Title
Masao Nito	Director of the Board, Senior Executive Vice President, Group President, Engineering & Operations Group	Director of the Board, Senior Executive Vice President, General Manager, SKY PerfecTV! Group
Yutaka Nagai	Director of the Board, Senior Executive Vice President Group President, Corporate Planning & Strategy Group	Director of the Board, Senior Executive Vice President, General Manager, Corporate Planning & Strategy Group, General Manager, Corporate Coordination Group, General Manager, Engineering & Operations Group
Ryoji Hirabayashi	Corporate Auditor	Managing Executive Officer, General Manager, Finance, Credit & General Affairs Division, Corporate Coordination Group
Osamu Inoue	Senior Executive Vice President, Group President, Satellite Business Group	Senior Executive Vice President, General Manager, Satellite Business Group
Hideaki Kido	Senior Managing Executive Officer, Group President, Broadcasting Business Group	Senior Managing Executive Officer, General Manager, Corporate Planning & Strategy Division, Corporate Planning & Strategy Group

Akira Tanaka	Senior Managing Executive Officer, Deputy Group Manager, Broadcasting Business Group	Senior Managing Executive Officer, General Manager, Content Business Division, SKY PerfectTV! Group
Keiichiro Demizu	Managing Executive Officer, Group President, Marketing Group	Managing Executive Officer, General Manager, Marketing Division, SKY PerfectTV! Group
Osamu Kato	Managing Executive Officer, Group President, Corporate Services Group	Managing Executive Officer, General Manager, Human Resource & Purchase Administration Division, Corporate Planning & Strategy Group
Hiroo Sumitomo	Managing Executive Officer, Deputy Group President, Marketing Group	Managing Executive Officer Deputy Group President, Satellite Business Group
Toshikuni Shimizu	Managing Executive Officer, Deputy Group President, Corporate Services Group	Managing Executive Officer, General Manager, Accounting, Legal & Information Systems Division, Corporate Coordination Group General Manager, Group Planning & Coordination Dept., Corporate Coordination Group
Yasuo Okuyama	Managing Executive Officer, Deputy Group President, Corporate Planning & Strategy Group	Managing Executive Officer, General Manager, Sales Division II, Satellite Business Group
Tatsuro Saitoh	Managing Executive Officer, Deputy Group President, Broadcasting Business Group	<u>Trustee</u> President & Representative Director of OptiCast Inc.
Yuichiro Nishio	Executive Officer, Deputy Group President, Engineering & Operations Group	Executive Officer, General Manager, Communications Engineering Division, Engineering & Operations Group
Shuhei Yamaura	Executive Officer, Deputy Group President, Marketing Group	Executive Officer, General Manager, Customer Service & Communications Division, SKY PerfectTV! Group
Koki Koyama	Executive Officer, Deputy Group President, Satellite Business Group	Executive Officer, General Manager, Sales Division I, Satellite Business Group
Masataka Hattori	Senior Adviser	Corporate Auditor
Hajime Tanabe	Senior Adviser	Senior Managing Executive Officer, Acting General Manager, SKY PerfectTV! Group

3. Representative Directors of Other Consolidated Subsidiaries

Personnel as of April 1, 2009

Name	New Title	Former Title
Masafumi Kawanishi	President & Representative Director, OptiCast Inc.	Managing Executive Officer, General Manager, Broadcasting Business Division, SKY PerfectTV! Group
Yoichi Oe	Senior Adviser, SKY Perfect JSAT Corporation	President & Representative Director, OptiCast Marketing Inc.

(Reference)

SKY Perfect JSAT Corporation Organization Chart (as of April 1, 2009)

