



November 2, 2009

SKY Perfect JSAT Holdings Inc.

### **Notice of Change in Name of Multi Channel Entertainment Inc.**

SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama) has announced that wholly-owned subsidiary Multi Channel Entertainment Inc. (Head Office: Minato-ku, Tokyo; President and CEO: Hideaki Kido) decided at the general meeting of shareholders held on November 1, 2009 to change its name as detailed below.

1. Name and logo following the change in name: SKY Perfect Entertainment Corporation



2. Reason for change in name: To clarify that the company is a private broadcaster invested in by SKY Perfect JSAT Holdings Inc.

3. Date of change: November 1, 2009

#### **About Multi Channel Entertainment Inc.**

Multi Channel Entertainment Inc. is a private broadcaster, delivering SKY PerfecTV! e2 services over CS digital via the 110° east longitude orbital slot. Currently the company delivers e2 PROMO (a promotional channel) and SUKACHAN HD 800, among other offerings. In June 2009, Multi Channel Entertainment Inc. received approval from the Minister of Internal Affairs and Communications as a private broadcaster of BS digital broadcasting as well. BS digital broadcasting is scheduled to start on in October 2011.