



December 2, 2009
SKY Perfect JSAT Holdings Inc.

Notice Regarding Management Integration of SKY Perfect Broadcasting and eTEN

SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama; “SKY Perfect JSAT Holdings”) has announced that its Board of Directors today resolved to integrate the management of SKY Perfect Broadcasting Corporation (Head Office: Minato-ku, Tokyo; President and Representative Director: Akira Tanaka; “SPBC”) and eTEN INC. (Head Office: Minato-ku, Tokyo; President: Masahito Atsumi; “eTEN”), both of which are wholly owned subsidiaries of SKY Perfect JSAT Holdings.

eTEN is engaged in a broad range of businesses centered on the distribution of weather and disaster-management information, including broadcasting of the e-tenki.net program on SKY PerfectTV! Channel 254, and the provision of online content distribution services for Internet and mobile-phone users. With this management integration, SKY Perfect JSAT Holdings aims to centralize at SPBC all the SKY Perfect JSAT Group’s broadcasting companies using telecommunications services, in order to further enhance the SKY PerfectTV! multi-channel pay-TV broadcasting service. SPBC will take over and broadcast the e-tenki.net program.

1. Merger outline

(1) Scheduled date of merger (Date of entry into force)

April 1, 2010

(2) Merger method

eTEN will be dissolved through an absorption-type merger with SPBC, with SPBC as the surviving company.

(3) Merger ratio

No agreement was made on the merger ratio as both merging companies are wholly owned subsidiaries of SKY Perfect JSAT Holdings. No new share issuances or capital increases will be conducted in the course of this merger.

2. Profiles of companies involved in this merger

Corporate name	SKY Perfect Broadcasting Corporation (Surviving company)	eTEN INC. (Merged company)
Business description	Digital multi-channel broadcasting service through pay-per-view system via communications satellite, and service business based on the Telecommunications Service Use Law	Provision of weather information channel via communications satellite and program distribution service for Internet and mobile-phone users
Established	April 3, 1996	March 9, 2005
Head office address	1-14-14 Akasaka, Minato-ku, Tokyo 107-0052, Japan	1-14-14 Akasaka, Minato-ku, Tokyo 107-0052, Japan
Representative	Akira Tanaka, President and Representative Director	Masahito Atsumi, President and Representative Director
Capital	2,500 million yen	115 million yen
Major shareholder and shareholding	SKY Perfect JSAT Holdings Inc., 100%	SKY Perfect JSAT Holdings Inc., 100%

3. Corporate profile after the merger

- (1) Corporate name SKY Perfect Broadcasting Corporation
- (2) Business description Digital multi-channel broadcasting services through pay-per-view system via communications satellite; Provision of weather information services; and service business based on the Telecommunications Service Use Law
- (3) Head office address 1-14-14 Akasaka, Minato-ku, Tokyo 107-0052, Japan
- (4) Representative Akira Tanaka, President and Representative Director
- (5) Capital 2,500 million yen
- (6) Shareholder composition SKY Perfect JSAT Holdings Inc., 100%