

January 13, 2010
SKY Perfect JSAT Corporation

**Special Sponsorship of Yubari International Fantastic Film Festival 2010
and Broadcasting of Festival Films**

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama; “SKY Perfect JSAT”) has announced that it will continue in its role from 2008 and 2009 as a special sponsor of the Yubari International Fantastic Film Festival 2010. The festival is scheduled to take place in the Japanese city of Yubari, Hokkaido, from February 25 to March 1, 2010. SKY Perfect JSAT has also decided to broadcast films shown at the festival via its SKY PerfecTV! broadcasting services.

Held in Yubari, Hokkaido since 1990, the long-running Yubari International Fantastic Film Festival (“Yubari Film Festival”) will celebrate its 20th anniversary in 2010. The festival has not only earned acclaim from members of the domestic and international film community, but has also gained a reputation as an important stepping stone for young film creators to establish their credentials as directors.

During the festival, SKY Perfect JSAT will broadcast across Japan around 30 films submitted to the Yubari Film Festival on SKY PerfecTV! and SKY PerfecTV! e2. Films will be selected from the festival’s “Fantastic Off-Theater Competition” section for general public entries and the “Forum Theater” section for films screened at mini-theaters and other venues. Through these broadcasting services, SKY Perfect JSAT will enable viewers throughout Japan who are unable to visit Yubari in person to take part in the excitement and fun of the Yubari Film Festival in the comfort of their own homes.

SKY Perfect JSAT will also broadcast a new film by Director Yu Irie, last year’s Fantastic Off-Theater Competition Grand Prix winner, via SKY PerfecTV! at the same time as the premium screening of this work at the festival. The film was produced using funding support provided by SKY Perfect JSAT to Grand Prix winning directors to produce their next film. A screening of the new film is scheduled to take place in Tokyo in February. SKY Perfect JSAT will continue to provide funding support to Grand Prix winners in 2010 with a view to developing new talent.

In commemoration of the festival’s 20th anniversary, SKY PerfecTV! film channels will broadcast films by directors who have participated in the festival in the past, as well as films with a Yubari connection. In cooperation with JAPANESE MOVIE CHANNEL (Japanese film channel), at the festival site

SKY Perfect JSAT will also screen classic films starring the late Hisaya Morishige, the renowned actor and comedy king, to make the festival even more enjoyable for Yubari's senior citizens.

Through this special sponsorship, SKY Perfect JSAT will strive to further enrich Japan's film culture by energizing the Yubari Film Festival and helping to cultivate new talent, while providing a new way for households nationwide to enjoy festival films.

Overview of the Yubari International Fantastic Film Festival

Name: Yubari International Fantastic Film Festival 2010
 Organizers: Yubari International Fantastic Film Festival Executive Committee; Yubari Fanta NPO
 Period: February 25, 2010 (Thurs.) to March 1, 2010 (Mon.)
 Venues: Adire Yubari; Hotel Shuparo Yubari and other venues
 Official website: <http://yubarifanta.com>

Broadcasting Details

◆ “Now Playing on Satellite” broadcast section *Total of 28 films

- 1) “Fantastic Off-Theater Competition” section *Broadcasting free of charge
- 2) “Forum Theater” section *Broadcasting free of charge
- 3) Film produced with funding support—“8000MILES 2:GIRLS RAPPER” ¥1,365*¹

*¹ Available via Pay-Per-View (PPV): desired programs are purchased on a program-by-program basis and fees are paid on a per-view basis.

<Broadcasting Period>

February 25, 2010 (Thurs.) to February 28, 2010 (Sun.) (Same period as festival)

*Special encore broadcasts of 1) and 3) above are planned for mid-March 2010.

<Broadcasting Channels>

| SKY PerfectTV! | | SKY PerfectTV! e2 | |
|--|---|---------------------------------|-----------------------------|
| SKY PerfectTV! SD (Standard-definition broadcast) | SKY PerfectTV! HD (High-definition broadcast) | (Standard-definition broadcast) | (High-definition broadcast) |
| Channels 173 and 180 | Channel 190 | Channel 804 | Channel 800 |

*Films for restricted audiences (i.e., films with R-15 or R-18 ratings) will not be shown on SKY PerfectTV! e2.

*High-definition broadcasting will be available only for certain films on both SKY PerfectTV! and SKY PerfectTV! e2.

*SKY PerfectTV! SD broadcasts can also be viewed on SKY PerfectTV! HIKARI.

◆ Feature Lineup of Yubari Film Festival-Related Films for 20th Anniversary
 SKY Perfect JSAT will broadcast a selection of films by directors who have participated in previous Yubari Film Festival competitions, including *Pulp*

Fiction and *My Sassy Girl*, as well as films with a Yubari connection, such as *YEAR ONE IN THE NORTH*, which was filmed on location in Yubari.

*SKY Perfect JSAT also plans to broadcast advance festival guide programs and on-site reports. Broadcasting details will be made available on the SKY PerfectTV! official website as soon as they have been determined.

◆<Special Yubari Film Festival site on the SKY PerfectTV! official website>
<http://www.skyperfectv.co.jp/special/yubari10>

Film Festival Screenings and Other Events

◆“Special Feature on Renowned Actor Hisaya Morishige in Yubari” Presented by SKY PerfectTV!, JAPANESE MOVIE CHANNEL (Japanese film channel), and The Yomiuri Shimbun

In honor of Hisaya Morishige, two films will be shown: *Ekimae Ryokan* (“Station Front Ryokan”), the first in the seminal, down-to-earth *Ekimae* (“Station Front”) satirical comedy series; and *Chi No Hate Ni Ikirumono* (“Living on the Edge”), which tells the life story of a man responsible for a guard post on the wintry Shiretoko Peninsula.

(Venue: Shimizusawa Elementary School Gymnasium)

◆Special Screening of *TRIAD ELECTION* by Director Johnnie To Presented by SKY PerfectTV!

An advance screening (prior to DVD release) of a film by Director Johnny To, Chairman of the festival’s screening committee, will be held. The film has yet to premiere in Japanese theaters.

(Venue:2F, Hotel Shuparo, Reisui Room)

◆Film Festival Venue No. 6 “SKY PerfectTV! Cinema Workshop” to Be Established

SKY PerfectTV!, which provides many different film channels, and broadcasts numerous films every day, will hold a film screening event where participants receive tips on new ways to enjoy films.

A public filming of the regular SKY PerfectTV! program *Suka Para* (Hosts: Hiroyuki Amano and Natsuki Kato) will also be held.

(Venue: 1F, Hotel Shuparo Lounge)