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SKY Perfect JSAT Corporation

**SKY Perfect JSAT Becomes Official Bid Partner  
in Japan's 2018/2022 Bids**

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama; "SKY Perfect JSAT") has decided to participate as an official bid partner in Japan's bids to host the FIFA World Cup™ tournaments in 2018 and 2022.

SKY Perfect JSAT, broadcaster of the 2002 World Cup tournament in Japan and South Korea and the 2006 tournament in Germany, seeks to connect viewers at home with the teams competing in the 2010 tournament in South Africa that opens June 11 through live, high-definition broadcasting of 64 matches (including exclusive live broadcasting of 20 matches). Under the broadcasting concept for the South Africa tournament "Watch in World Class!", SKY Perfect JSAT will deliver high-quality, live coverage of matches featuring both world-class commentary and video footage that rivals that of any leading soccer nation. Former manager of the Japanese national team Ivica Osim has been tapped as an official commentator. Through this world-class coverage, SKY Perfect JSAT hopes to contribute to raising the bar for soccer in Japan.

SKY Perfect JSAT believes that holding the FIFA World Cup™ in Japan in 2018 or 2022 would provide a greater economic boost than even the 2002 tournament, energize the country, and give children a new source of inspiration and dreams.

As an official bid partner and as a pioneer in the field of live global soccer coverage, SKY Perfect JSAT will lobby actively to bring the FIFA World Cup™ to Japan.