



March 19, 2010

Sky Perfect JSAT Corporation

Notice of Organizational Changes and Personnel Transfer

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President & CEO: Masanori Akiyama; “SKY Perfect JSAT”) has announced that the following organizational changes and personnel transfer will be take effect from April 1, 2010.

1. Organizational Changes

Changes are as follows

■Establishment of a Satellite Planning & Engineering Div.

This division is to be set up within the Engineering & Operations Group in preparation for expansion of our new satellite purchasing operations.

■Dissolution of the Sports Business Group and Entertainment Business Group

The contents procurement and editing functions of the Sports Business Group and Entertainment Business Group will be concentrated in the Programming Division and J. League Promotion Division, while management of the contents production functions will be transferred to the Sky Perfect JSAT Group company, SKY Perfect Broadcasting Corporation and strengthened.

■Dissolution of the Research & Development Division.

Management of the functions of the Research & Development Division will be transferred to the Communications Engineering Division.

2. Transfer of Personnel

Name	New position	Previous position
<u>Noriko Masuda</u>	General Manager, Satellite Planning & Engineering Division, Engineering & Operations Group	Acting General Manager, Planning and Coordination Division, Engineering & Operations Group, Satellite Engineering Team leader

SKY Perfect JSAT Corporation Organization (as of April 1, 2010)



