



June 1, 2010

SKY Perfect JSAT Corporation
Data Network Center Corporation

Data Network Center Corporation to Open Sapporo Customer Center

Data Network Center Corporation (Head Office: Shibuya-ku, Tokyo; President: Toshiyuki Ishikawa; “DNCC”), a wholly-owned subsidiary of SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama; “SKY Perfect JSAT”), announced today that from June 1, 2010 it will open a new customer center in Sapporo City, Hokkaido (registered operators: approximately 700; “DNCC Sapporo Center”).

DNCC is an operating company that provides customer management services for SKY Perfect JSAT’s multi-channel pay TV broadcasting service, SKY PerfectTV!. Currently, DNCC operates a number of customer centers that receive applications for new subscriptions and other bases that handle various inquiries from subscribing customers of SKY PerfectTV!. DNCC has now decided to consolidate the customer center services into two bases, one in Tokyo and one in Sapporo. The DNCC Sapporo Center starts operations as DNCC’s second most important core base after the Tokyo center.

Going forward, SKY Perfect JSAT and DNCC will strengthen communication with customers, both those who are already subscribers to SKY PerfectTV! and those who are currently considering becoming subscribers, to ensure that as many viewers as possible can enjoy SKY PerfectTV!. Furthermore, the two companies are united in their commitment to provide information that meets customers’ needs.

1. Purpose of Opening the DNCC Sapporo Center

DNCC will consolidate a number of centers that it currently operates, and strengthen the foundations of the centers by realigning and reallocating the center services. Partly on the basis of the centers’ operating results to date, DNCC has decided to consolidate the customer center services into two bases, one in Tokyo and one in Sapporo, where DNCC will open the new center. Sapporo was selected because of the high importance of having a customer center in Sapporo City. DNCC will work to further improve customer services, with the DNCC Sapporo Center mainly being responsible for communicating with new customers, and the Tokyo center for communicating with customers who are already subscribers.

2. Profile of Data Network Center Corporation (As of June 1, 2010)

- (1) Company name: Data Network Center Corporation
- (2) Representative: President Toshiyuki Ishikawa
- (3) Location: 3-6 Maruyama-cho, Shibuya-ku, Tokyo
- (4) Establishment date: December 22, 1999
- (5) Primary business: Customer management services for fee-based multichannel broadcasting services
- (6) Settlement term: March
- (7) Number of employees: 110
- (8) Capital: ¥100 million