

August 30, 2010

SKY Perfect JSAT Corporation

**SKY PerfecTV! Members' Magazines
SKY PerfecTV! Days and e2 Days for iPhone/iPad
Japan's First Electronic Members' Magazines
with Program Search and Social Media Functions**

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President & Chief Executive Officer: Masanori Akiyama; "SKY Perfect JSAT") has collaborated with YAPPA Corporation (Head Office: Shibuya-ku, Tokyo; CEO Masahiro Ito) to launch on August 30 electronic versions of its *SKY PerfecTV! Days* and *e2 Days* magazines for subscribers to the SKY PerfecTV! and SKY PerfecTV! e2 services. Japan's first electronic members' magazines, they will feature functions that allow users to search for programs and share information via Twitter. The applications, designed for the iPhone^{*1} and iPad^{*1} devices, are available for free download from the App Store operated by Apple Inc.

SKY PerfecTV! Days and *e2 Days* are monthly informational magazines that bring subscribers content such as recommended programming, viewer support and campaign information.

The electronic versions of the magazines for the iPhone^{*1} and iPad^{*1} have been added to further strengthen communication with subscribers and to inform others with an interest in the programming available on SKY PerfecTV!.

The electronic versions use the latest page viewer technology to faithfully reproduce the paper edition and do much more. Users can zoom in and out to view images at whatever size they like, and can search and sort the over 100,000 programs available each month by channel or keyword of their choice to more easily locate preferred programming. These and other features were included in response to customer requests.

In addition, to make sure that viewers do not miss their favorite programs, users can link the application with the built-in calendar functions of the iPhone^{*1} and iPad^{*1} to be alerted when shows are starting.^{*2} Another feature that only a digital magazine could provide is a Twitter-compatible function to help users exchange program information with each other and promote communication.

Going forward, SKY Perfect JSAT will continue to provide highly convenient tools to enable subscribers and the general public to enjoy its multi-channel pay TV broadcasting services.

*1 iPhone and iPad are registered trademarks of Apple, Inc. in the U.S. and other countries.

*2 Available for iOS4.0 and above

【Features of the Days Electronic Version】

1. Page Viewer

Each page of the Days paper edition can be displayed on the iPhone or iPad.



iPad



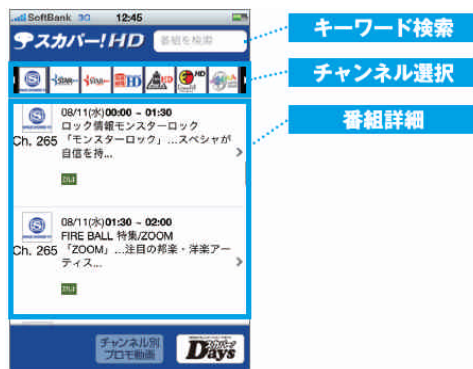
iPhone



Page Viewer image

2. Program Search Function

Display the monthly programming chart, with over 100,000 offerings, or search for programs by keyword.



Keyword search

Channel selection

Program details

4. Twitter Link Function

Select information such as program name or broadcast time to tweet it to friends.



Simulated screenshot

3. Program Start Alert Function^{*2}

Link with the built-in calendar of the iPhone^{*1} or iPad^{*1} to be alerted when a tagged program is starting.



Download the electronic versions from the App Store

SKY PerfeTV ! Days

<http://itunes.apple.com/jp/app/id387098313?mt=8>

e 2 Days

<http://itunes.apple.com/jp/app/id387097821?mt=8>