

## News Release

February 14, 2011  
SKY Perfect JSAT Corporation  
Fuji Xerox Co., Ltd.

**SKY Perfect JSAT and Fuji Xerox Receive  
an All-Japan Direct Mail Award for Promotional Campaign  
Direct Mails Used for the Campaign Achieved High Response Rate of 29.3%**

TOKYO, February 14, 2011 – SKY Perfect JSAT Corporation and Fuji Xerox Co., Ltd. have received a Gold Prize in the 25th All-Japan Direct Mail Awards, sponsored by Japan Post Service Co., Ltd., for SKY Perfect JSAT's promotional campaign conducted in 2010.

To show appreciation to its long-time subscribers of SKY PerfecTV! e2, SKY Perfect JSAT sent them the award-winning direct mails in the month when their subscription began. In this Anniversary Service Campaign, the company offered free viewing of particular channels to the subscribers, expecting to achieve higher customer satisfaction and to prevent their termination of the subscription. As there are different trends in channel selection depending on the subscribers' preferences and lifestyles, SKY Perfect JSAT chose Fuji Xerox's direct2one service to implement a personal, one-to-one approach in the campaign.

"direct2one" is a one-stop marketing communication service covering the planning and targeting of the promotion, the design and production of the ad creatives, implementation, as well as evaluation of the promotion's effectiveness. For the SKY Perfect JSAT's campaign, Fuji Xerox developed an individual communication scenario based on each subscriber's profile and viewing habits to create and send out personalized direct mails, inviting the subscribers to view a few channels for free as trial.

In four months, SKY Perfect JSAT sent out a total of approximately 200,000 direct mails, which generated a high response rate of 29.3 percent. In addition, the thoughtful and personal manner of the "thank you" direct mails received positive responses from subscribers, who felt that the company cared for them and requested the company to offer such service for many years to come. This shows that the direct mails with communication scenarios developed with the subscribers' point of view were effective also in qualitative terms; increasing customer satisfaction.

The direct mail campaign, created through the collaboration of SKY Perfect JSAT and Fuji Xerox, won one of the four Gold Prizes due to being rated highly overall for its strategic value, its direct mail creative and its effectiveness in terms of the high campaign participation rate.

Both companies are committed to continue their pursuit to achieve customer satisfaction, valuing the engagement with their customers.

#### About the All-Japan Direct Mail Awards

The All-Japan Direct Mail Awards aims at promoting the improvement of direct mail planning and design skills while also raising awareness of direct mail's role and effectiveness as an advertising medium. Focusing on advertisers and creators of direct mails, the Awards also expects to help direct mails to become widely recognized and to be a familiar media. Japan Post Service solicits submissions of direct mails sent by companies in the past 12 months in Japan. This year, a total of 658 entries were judged on three criteria; (1) strategic value, (2) creative, and (3) effectiveness.