



Announcement Concerning Personnel Decisions for Representative Directors

At the meeting of the Board of Directors held on March 10, 2011, SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; President & CEO: Masanori Akiyama), reached a decision regarding the appointment of Executives as of April 1, 2011. Furthermore, an informal decision was made regarding the appointment of Executives following the conclusion of the 4th ordinary shareholder 's meeting. Official appointment and retirement related to the selection of Senior Executives is scheduled to take place after receiving approval at the 4th ordinary shareholder 's meeting which is scheduled to be held as of end of June, 2011. The selection of Representative Directors is scheduled to be officially decided at the meeting of the Board of Directors which will be held on the same day as the shareholder 's meeting.

Furthermore, SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President & CEO: Masanori Akiyama), a 100% subsidiary of SKY Perfect JSAT Holdings Inc., held a meeting of the Board of Directors on March 10, 2011. At the meeting, a decision was made regarding the appointment of Executives as of April 1, 2011, and an informal decision was made regarding the appointment of Senior Executives. Furthermore, appointment and retirement related to the selection of Senior Executives will take place after receiving approval at the extra ordinary shareholder 's meeting which is scheduled to be held by April 1, 2011. An official decision regarding Representative Directors will be made at the meeting of the Board of Directors which is scheduled to be held on April 1, 2011.

1 . Reason for personnel decisions

Personnel decisions are made in order to promptly respond to rapid changes in the business environment surrounding our group, to strengthen our management base, and to increase corporate value.

2. Planned date of assumption of post and name of present and new directors/ titles

SKY Perfect JSAT Holdings Inc.

As of April 1, 2011

New Post	Name	Present Post
Chairman	Shigeki Nishiyama	-
Representative Director, President	Shinji Takada	Representative Director, Senior Executive Vice President
Representative Director	Masanori Akiyama	Representative Director, President and Chief Executive Officer

As of end of June, 2011 (Planned)

New Post	Name	Present Post
Representative Director, Chairman	Shigeki Nishiyama	Chairman
Representative Director, President	Shinji Takada	Representative Director, President
(Retiring)	Masanori Akiyama	Representative Director

SKY Perfect JSAT Corporation

As of April 1, 2011

New Post	Name	Present Post
Representative Director, Chairman	Shigeki Nishiyama	-
Representative Director, President & Chief Executive Officer	Shinji Takada	Representative Director, Senior Executive Vice President
(Retiring) Senior Adviser	Masanori Akiyama	Representative Director, President & Chief Executive Officer