



April 1, 2011

SKY Perfect JSAT Holdings Inc.
SKY Perfect JSAT Corporation

Greeting from the newly-appointed president

On April 1, 2011, Mr. Shinji Takada was appointed as representative director/president of SKY Perfect JSAT Holdings Inc. and representative director/president & Chief Executive Officer of SKY Perfect JSAT Corporation. He made an inaugural address inside the company, as follows:

Today, I have been appointed as representative director/president of SKY Perfect JSAT Holdings Inc. and representative director/president of SKY Perfect JSAT Corporation. Under the supervision of the former president Akiyama, SKY Perfect Communications, JSAT, and Space Communications merged, and the base for the space and satellite, and multichannel pay TV businesses has been established, while optimizing the effects of the merger. Then, I have received his baton, and I would like to work together with you, dedicating all of my strength.

I would like to express my thanks to those who kept controlling satellites despite the damage to buildings, etc. due to East Japan Great Earthquake, the staff of Customer Center for SKY PerfecTV! for working hard although it became impossible to use some floors, and all of the people who assist the above staff and support our routine work. Anti-disaster institutions, etc. still use our communication satellites for post-disaster restoration. I would like you to continue swift response. In addition, we would like to make discussions how we can support the customers suffering from the disaster from their viewpoint.

As for our policy for this fiscal year, we will keep aiming to increase new subscribers to mainly “SKY PerfecTV! e2” in our multichannel pay TV business. This year, the transition from analog to digital broadcasting will be fully completed, and digital TV sets that can receive the three TV signals will spread. In October, the new BS broadcasting will be started. It is expected that many citizens will be aware of multichannel broadcasting this year. By utilizing this chance, we hope to enable customers to enjoy the three SKY PerfecTV! services according their lifestyles. As for the satellite business, we would like to maintain or improve the relations with long-term subscribers, such as governmental offices, and cultivate the satellite market that is growing especially in Asia and Oceania, with the spirit of going overseas actively. We aim to become a “sturdy” organization. With limited managerial resources, our company must be able to review all of our businesses deeply, and gain profits under any circumstances and prepare for the future, no matter how our society is unclear and the business environment is uncertain.

I would like you to make efforts to control costs properly while reducing fixed costs as much as possible and make necessary investments for our growth, focusing on key business areas. Please keep in mind that we must go ahead while keeping our defense and offense.

Lastly, since the merger, our company has instructed you to be aware of “thorough compliance.” In some cases, a company plunges into crisis due to the lack of compliance, in addition to economic downturn and natural disaster. If some employees violate law, this will reduce corporate profit and degrade the trust and brand that have been nurtured for many years. The degraded trust and brand would shake the foundation of the company. This should not be considered as my mere comment, but it is important for individual employees to abide by law every day. Please keep in mind.

Our company will certainly grow, if we utilize our wisdom and environments.
Let's keep growing, by orchestrating individual abilities.