



April 27, 2011
SKY Perfect JSAT Holdings Inc.

Notice Regarding Revision of Consolidated Earnings Forecast

SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; Representative Director, President: Shinji Takada) has announced the revision of the consolidated earnings forecast for the year ended March 2011 (April 1, 2010 to March 31, 2011), which was disclosed at the time of the release of the financial report for the year ended March 2010 on May 12 last year. The revision has been made at the meeting of the board of directors held on April 27, 2011.

1. Revision of Consolidated Earnings Forecast for the Cumulative Fiscal Year Ended March 2011 (April 1, 2010 to March 31, 2011)

| | Revenues | Operating Income | Ordinary Income | Net Income | Net Income per Share |
|---|------------|------------------|-----------------|------------|----------------------|
| | ¥ millions | ¥ millions | ¥ millions | ¥ millions | ¥ |
| Previous Forecast (A) | 143,000 | 7,400 | 6,200 | 2,000 | 594.26 |
| Revised Forecast (B) | 142,000 | 13,500 | 12,400 | 4,400 | 1,307.38 |
| Difference (B - A) | (1,000) | 6,100 | 6,200 | 2,400 | |
| Difference (%) | (0.7) | 82.4 | 100.0 | 120.0 | |
| Reference: Actual Results for the Previous Term (for the year ended March 2010) | 141,068 | 15,093 | 13,472 | 14,223 | 4,226.16 |

2. Reason for the Revision

Considering the current earnings trend and others, we have changed the forecast of revenues from ¥143.0 billion to ¥142.0 billion.

As for earnings, we have revised upwardly operating income and ordinary income to ¥13.5 billion and ¥12.4 billion, which are ¥6.1 billion and ¥6.2 billion larger than the previous forecast, respectively. In addition, consolidated net income has been revised upwardly to ¥4.4 billion, which is ¥2.4 billion larger than the previously announced forecast. This is mainly because, in our multichannel pay TV business, the costs for acquiring new subscribers to mainly SKY PerfectTV! e2 and promoting subscribers to shift to SKY PerfectTV! HD turned out to be lower than expected in this fiscal year; large-scale sales promotion activities before the sports season were called off in the wake of the Great East Japan Earthquake that occurred on March 11, 2011; and the schedules of J League soccer were changed and so there were no related expenses.

3. Full-year Earnings Forecast

Dividend forecasts remain unchanged from the previous announcement.

* The above earnings forecast are based on currently available information. The actual earnings may differ from the forecast.