

December 24, 2013
SKY Perfect JSAT Corporation

Opening of a Special Channel for the Paralympics

Broadcasting of the Sochi 2014 Paralympic Winter Games, and the Rio de Janeiro

2016 Paralympic Games

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Shinji Takada) will broadcast the Sochi 2014 Paralympic Winter Games held in March 2014 and the Rio de Janeiro 2016 Paralympic Games held in September 2016.

SKY Perfect JSAT has been providing broadcasts of various sporting events for athletes with an impairment since 2008, starting with the Japan Wheelchair Basketball Championships and including the Paralympics staged in Beijing and London. There is still little awareness of sporting events for athletes with an impairment in Japan, and SKY Perfect JSAT will focus its attention on the Paralympic Games to broadcast live and pre-recorded sports programs that are of general interest to display the elite sport and athleticism of those who will take part..

First of all, SKY Perfect JSAT is planning to set up a special Paralympic channel to broadcast the Sochi 2014 Paralympic Winter Games in March 2014 on a 24-hour basis from the opening ceremony through to the closing ceremony, which will represent the first time that more than 200 hours of the games, including 60 hours of live broadcasts, will be aired in Japan. We are preparing to broadcast all sports during the games, together with daily highlight programs.

In addition, the 24-hour special channel broadcast on SKY PerfecTV! can also be seen on SKY PerfecTV! On Demand, namely viewers will be able to watch the Paralympics at any time, any place.

Information and fascination will also be updated as they become available on the special SKY PerfecTV! Paralympic website (<http://www.sukachan.com/paralympic2014>).

Additional details on programming and broadcasting will be announced as soon as they are determined.

SKY Perfect JSAT is working hard to provide broadcasts aimed at increasing awareness of sporting events for athletes with an impairment within Japan in the hope that all venues will be packed with spectators at the Tokyo Games in seven years' time.