

ULTRAMAN COSMOS and ULTRAMAN NEXUS gain great popularity in Indonesia.

**Tsuburaya Productions, Tokyo Otaku Mode, and WAKUWAKU JAPAN launch**

WAKUWAKU JAPAN's original ULTRAMAN COSMOS and ULTRAMAN NEXUS T-shirts  
on ULTRAMAN Day, July 10, 2014 (Thursday).

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Shinji Takada) will be producing an original Ultraman T-shirt. This shirt will be a cooperative effort between SKY Perfect JSAT, which is offering the popular ULTRAMAN television series on WAKUWAKU JAPAN channel, and Tsuburaya Productions Co., Ltd. (Head Office: Shibuya-ku, Tokyo; President: Shinichi Ooka). The T-shirts will be put on sale on the Tokyo Otaku Mode (hereinafter "TOM"; Head Office: Delaware, USA; President & CEO: Tomohide Kamei) Website on Ultraman Day (July 10, Thursday).

On February 22, 2014, SKY Perfect JSAT launched WAKUWAKU JAPAN in Indonesia, a 24-hour channel offering selected Japanese content in local languages. In March, WAKUWAKU JAPAN conducted channel and program acceptability surveys in order to gain an understanding of the actual situation of TV program viewing in Indonesia and foster a channel appreciated by its viewers. The results showed that one of the most popular programs with high TV rate was ULTRAMAN COSMOS.

Based on these findings, WAKUWAKU JAPAN teamed up with Tsuburaya Productions to produce original T-shirts based on ULTRAMAN COSMOS and the currently running ULTRAMAN NEXUS. The T-shirts are to be sold through Tokyo Otaku Mode's Website, targeting Indonesia and Myanmar, the countries where WAKUWAKU JAPAN is broadcast. In addition, from July 11, 2014 (Friday), the day following the on-sale date, WAKUWAKU JAPAN will show commercials for the T-shirts both before and after Ultraman series broadcasts (and other broadcasts watched by similar viewers) to promote sales.

TOM brings Japanese anime, manga, games, music, fashion, and other pop culture to the world through its Website, and its Facebook page has over 15,000,000 likes. Two million of these likes are from Indonesia, making TOM one of the most influential and popular Cool Japan media that earns a huge following of Indonesian youth.

Tsuburaya Production develops its business using ULTRAMAN, one of the most popular Japanese characters. TOM has a large number of overseas users, and WAKUWAKU JAPAN offers regular ULTRAMAN series broadcasts overseas. The combined strength of these three companies is expected to produce a synergistic effect, promoting the sale of ULTRAMAN-related goods through the TV regular broadcast.

SKY Perfect JSAT, working through WAKUWAKU JAPAN, will continue to strive to bring Japan's high-quality cultural products to people overseas.

## News Release

### <Product Overview>

#### ■ Products

These products are all made in Tokyo, and will showcase the quality of Japanese goods.

WAKUWAKU JAPAN Original  
ULTRAMAN COSMOS T-shirt  
Adult size: Free  
US\$48.99



WAKUWAKU JAPAN Original  
ULTRAMAN COSMOS T-shirt  
Kids size: 130  
US\$39.99



WAKUWAKU JAPAN Original  
ULTRAMAN NEXUS T-shirt  
Adult size: Free  
US\$48.99



WAKUWAKU JAPAN Original  
ULTRAMAN NEXUS T-shirt  
Kids size: 130  
US\$39.99



© 2001 TSUBURAYA PRODUCTIONS

- Sales Period: From June 10, 2014 until sold out
- Countries of Sale: Indonesia and Myanmar
- Available at:



Special Tokyo Otaku Mode Website

URL : <http://otakumode.info>

<Reference>

- What's ULTRAMAN Day?

On July 17, 1966, the very first episode of ULTRAMAN (Ultra Operation #1) was broadcast on Japanese television. However, a week before this historic day (July 10, 1966), the ULTRAMAN pre-premiere special was broadcast. This broadcast promotional event was held in the Suginami Public Hall in Tokyo and featured ULTRAMAN, Ultra monsters, the Science Special Search Party, and the father of ULTRAMAN, Eiji Tsuburaya himself appeared as a guest.

To honor the very first time ULTRAMAN appeared on its viewers' TV sets, July 10 has been declared "ULTRAMAN Day."

ULTRAMAN Day Special Website : <http://m-78.jp/710/>