

SKY Perfect JSAT Corporation

News Release



July 3, 2007
SKY Perfect JSAT Corporation

Total Registrations and Individual Subscribers as of the end of June 2007

SKY Perfect JSAT Corporation (Headquarters: Chiyoda-ku, Tokyo; President and Representative Director: Masao Nito; "SKY Perfect JSAT") is pleased to announce that SKY Perfect Communications Inc. (Headquarters: Shibuya-ku, Tokyo; President and Representative Director: Masao Nito), a 100% owned subsidiary of SKY Perfect JSAT, today released attached news release regarding the number of total registrations and individual subscribers as of the end of June 2007.

SKY Perfect Communications Inc.

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SKY Perfect Communications Inc.

Total Registrations and Individual Subscribers as of the end of June 2007

SKY Perfect Communications Inc. (Headquarters: Shibuya-ku, Tokyo; President and Representative Director: Masao Nito; “SKY Perfect TV”) announced the number of total registrations and individual subscribers as of the end of June 2007.

TOTAL	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	40,461	35,658
Churn	39,137	33,789
Churn Rate* ³	11.0%	11.1%
Net Increase	1,324	1,869
Cumulative Total	4,253,994	3,650,113

* The total column shows the summed-up figure of cumulative totals of DTH Services and Wired Broadcasting Services.

SKY PerfecTV!	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	17,795	17,338
Churn	31,858	29,746
Churn Rate* ³	10.4%	11.2%
Net Increase	-14,063	-12,408
Cumulative Total	3,654,955	3,174,325
e2 by SKY PerfecTV!	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	19,504	15,374
Churn	6,529	3,303
Churn Rate* ³	15.4%	10.3%
Net Increase	12,975	12,071
Cumulative Total	520,243	398,541
Cumulative Total of DTH Services	4,175,198	3,572,866

Multichannel Broadcasting Service through SKY PerfecTV! HIKARI *⁴	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	2,835	2,509
Churn	396	386
Churn Rate* ³	13.4%	13.4%
Net Increase	2,439	2,123
Cumulative Total	37,994	36,601
Other Wired Broadcasting Services*⁵	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	327	437
Churn	354	354
Churn Rate* ³	10.4%	10.5%
Net Increase	-27	83
Cumulative Total	40,802	40,646
Cumulative Total of Wired Broadcasting Services	78,796	77,247

- *1 Total Subscribers: The total numbers of provisional subscribers before executing pay- subscription agreement (provisional subscribers for SKY PerfecTV! only), institutional subscribers including retailers exhibition and registrations for technical development in addition to individual subscribers.
- *2 Individual Subscribers: Subscribers who agreed with pay-subscription agreement and have been actually paying subscription fee.
- *3 Monthly Churn Rate: The churn rate is the figure obtained by converting the monthly number of churns into yearly basis.

$$\text{Monthly Churn Rate} = \text{Churns during the current month} / \text{Total subscribers at the end of the previous month} \times 12 \text{ months}$$
- *4 The multichannel broadcasting service in Fukuyama-shi, Hiroshima, jointly operated with Energia Communications, Inc. and the channel lease service in Achi-mura, Nagano, and Ena-shi, Gifu, that uses available fiber-optic network bandwidth will remain under the name of "HIKARI PerfecTV!"
- *5 Other Wired Broadcasting Services: Other Wired Broadcasting Services refer to the number of multichannel broadcasting contract using SKY PerfecTV's digital broadcasting system, including cable television, excluding SKY PerfecTV! HIKARI.

The breakdown of properties that have approved SKY PerfecTV! HIKARI and properties receiving the service as of the end of June 2007.

SKY PerfecTV! HIKARI	Properties that have approved service provision* ⁶	Properties currently receiving service* ⁷
Number of properties	657	1,440
Number of households* ⁸	79,953	125,711

- *6 Properties that have approved service provision: Those properties that, as of the end of each month, have concluded a broadcasting service (retransmission or multichannel broadcasting service) provision agreement. This figure also includes some properties for which service provision will commence in the following month or later, depending on when construction will be completed.
- *7 Properties currently receiving service: Those properties to which, as of the end of each month, broadcasting services (retransmission or multichannel broadcasting service) are being provided and which are being charged for such.
- *8 The number of households also includes as-yet-unoccupied households in new condominiums.