

# SKY Perfect JSAT Corporation

## *News Release*



October 15, 2007  
SKY Perfect JSAT Corporation

### **SKY PerfecTV Mobile Website Re-launch** **~New Promotional Video Broadcast Feature~**

SKY Perfect Communications Inc. (Head Office: Minato-ku, Tokyo; President and Representative Director: Masao Nito), a wholly-owned subsidiary of SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President and Representative Director: Masao Nito) , announced today the re-launch of its SKY PerfecTV mobile website.



**SKY PerfecTV Mobile Website Re-launch**  
**~New Promotional Video Broadcast Feature~**

SKY Perfect Communications Inc. (Head Office: President and Representative Director: Masao Nito; “SKY Perfect”) released its redesigned mobile website (<http://mobile.skyperfectv.co.jp/jump/>) on October 15, 2007. The redesigned website incorporates a new look and feel for the “SKY PerfecTV!,” “e2 by SKY PerfecTV!,” and “SKY PerfecTV! HIKARI” websites, allowing visitors easy access and navigation among the SKY Perfect broadcast services. The website also includes “SKY PerfecTV! Douga for mobile,” a brand new feature that streams promotional videos.

SKY Perfect offers the “SKY PerfecTV!,” “e2 by SKY PerfecTV!,” and “SKY PerfecTV! HIKARI” subscription networks, offering content matched to the interests and tastes of customers over a variety of viewing methods. First established in December 1999, the SKY PerfecTV mobile website functioned mainly as a means to look up program information, while the flagship “SKY PerfecTV! (124/128)” service website served as the main portal site.

The new mobile website has been redesigned to allow SKY Perfect to offer much richer programming and promotional information than ever before, not only for “SKY PerfecTV! (124/128),” but also for “e2 by SKY PerfecTV!,” a service expected to grow rapidly in connection with the expansion of the digital television market. The website will also offer streaming video through the “SKY PerfecTV! Douga for mobile” feature, showing programming promotions and other information that will allow both current and prospective customers detailed information about broadcast services and content in a convenient, useful format.

SKY Perfect will continue to utilize the Internet and mobile technologies to develop tools that offer new and ingenious ways to enjoy SKY PerfecTV! services.