

# SKY Perfect JSAT Corporation

## News Release



November 15, 2007  
SKY Perfect JSAT Corporation  
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### Pay-Per-View for Recent First-Run Movies

～ “MOGITATE Movie House SKY PerfectTV ! Cinemelon”～

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 that SKY Perfect wholly-owned subsidiary Pay Per View Japan Inc. (Minato-ku, Tokyo; Akira Tanaka, President and Representative Director; “PPVJ”) has created the “MOGITATE Movie House SKY PerfectTV ! Cinemelon” service to broadcast recent first-run movies prior to their release on DVD. The new service is scheduled to begin during December 2007.

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SKY Perfect Communications Inc. (Minato-ku, Tokyo; Masao Nito, President and Representative Director; “SKY Perfect”) has announced that SKY Perfect wholly-owned subsidiary Pay Per View Japan Inc. (Minato-ku, Tokyo; Akira Tanaka, President and Representative Director; “PPVJ”) has created the “MOGITATE Movie House SKY PerfectTV ! Cinemelon<sup>\*1</sup>” service to broadcast recent first-run movies prior to their release on DVD. The new service is scheduled to begin during December 2007.

“MOGITATE Movie House SKY PerfectTV ! Cinemelon” will broadcast the latest hit movies, masterpieces and limited-release quality art-house movies that are still showing in movie theaters or have just finished their theater runs during the space of time before release on DVD. These movies will be made available on limited-run pay-per-view<sup>\*2</sup> basis, showed every Friday night beginning at 21:00 on SKY PerfectTV ! and SKY PerfectTV ! HIKARI Ch. 174 (Perfect Choice). “MOGITATE Movie House SKY PerfectTV ! Cinemelon” will make it easy for families to enjoy movies that have recently completed a first run in theaters, or those movies that never arrived in local theaters.

This new service will not only serve as one step in revolutionizing pay-per-view services for customers who want to see the latest movies before their release on DVD, but will also create an entire new format for watching new movies. By serving as an interim broadcast platform for movies having recently completed a first run in movie theaters, “MOGITATE Movie House SKY PerfectTV ! Cinemelon” will create opportunities for even more customers across Japan to enjoy movies.

SKY Perfect and PPVJ will continue to explore new ways to provide convenient and easy ways for customers to watch pay-per-view broadcasts.

\*1 About the name “MOGITATE Movie House SKY PerfectTV ! Cinemelon”

A service offering exciting, premium movie programming, available earlier than ever before through regular pay-per-view services.

\*2 “Pay-Per-View Broadcast”

Broadcast format wherein customers pay a separate fee to view a single program.

PPV was introduced to Japan for the first time in 1996 under the brand “Perfect Choice” offered by PerfectTV ! (now SKY PerfectTV !). With broadcast content offered through several platforms, a total of 25 channels broadcast the latest Hollywood movies, domestic movies, sports, live music and other programming 24 hours a day.