

# SKY Perfect JSAT Corporation

## *News Release*



March 4, 2008  
SKY Perfect JSAT Corporation

### **Changes in the Cancellation Procedure of SKY PerfecTV! and e2 by SKY PerfecTV! Subscriptions**

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 changes in the cancellation procedure of subscriptions to SKY PerfecTV! and e2 by SKY PerfecTV! effective today as described in the attachment.

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### **Changes in the Cancellation Procedure of SKY PerfecTV! and e2 by SKY PerfecTV! Subscriptions**

This is to notify you that SKY Perfect Communications Inc. (Head Office: Minato-ku, Tokyo; President and Representative Director: Masao Nito, “SKY Perfect”), now has a new policy for accepting requests for subscription cancellations for SKY PerfecTV! and e2 by SKY PerfecTV! as of February 13, 2008.

#### Details

In the past, cancellation of subscription to SKY Perfect services required submission of a written document (request for subscription cancellation). This was based on our decision that exchange of formal documents is a reasonable way to define initiation or termination of services. However, when subscribers called to request cancellation at month’s end, exchange of the required documents could end up taking place in the following month. As a result, some subscribers were not able to terminate their service during the month they requested cancellation, resulting in termination of the service in the following month.

After conducting a general review of our subscribers’ opinions received by the customer center, we have decided to accept cancellation of subscriptions to SKY PerfecTV! and e2 by SKY PerfecTV ! by telephone as of February 13. Our dedicated team, trained to respond to various questions from our customers, will accept calls while valuing direct communication with our customers.

During the month of February when this new service is introduced, subscriptions of the customers whose service would have been terminated in March if attempted by submission of documents would likewise be cancelled before the end of the month. As a result, the number of cancellation has temporarily increased by approximately 12,600 cases (11,000 for SKY PerfecTV ! and 1,600 for e2 by SKY PerfecTV !.) This is a once-off incident for the month of February only. Beginning with March, the number will reflect the result of each month’s cancellations only.

SKY Perfect. is committed to preventing loss of subscriptions by listening to customer opinions sincerely and by promoting various measures to improve customer satisfaction.

Thank you very much for your continued support.