

SKY Perfect JSAT Corporation

News Release



March 12, 2008
SKY Perfect JSAT Corporation

Fee-Based Content Broadcast Service for Mobile Phones

SKY Perfect Communications Inc. (Head Office: Minato-ku, Tokyo; President and Representative Director: Masao Nito “SKY Perfect”), a wholly-owned subsidiary of SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President and Representative Director: Masao Nito “SKY Perfect JSAT”), announced today the launch of a fee-based content broadcast service of SKY PerfecTV! Channels as discussed below, offered for NTT DoCoMo Inc. (Chiyoda-ku, Tokyo; President: Masao Nakamura) mobile phones.

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Introducing “SKY PerfecTV! SKY Perfect Communications Inc. (Minato-ku, Tokyo; Masao Nito, President and Representative Director; “SKY Perfect”) will begin offering fee-based content broadcast service “SKY PerfecTV! “SKY PerfecTV! Offering fee-based SKY PerfecTV! broadcast programming and VOD content is a new initiative at SKY Perfect, which has already launched a “SKY PerfecTV! Official Mobile Site” and the “SKY PerfecTV! Channel” within the NTT DoCoMo “Music&Video Channel™.” SKY Perfect will continue to work toward a more personal SKY PerfecTV!, announced as part of the SKY Perfect JSAT Corporation Group mid-range management plan.

(Reference)

Overview of “SKY PerfecTV! ”

■Service Launch: April 21, 2008

■Service Name: “SKY PerfecTV!  ”


■Alternate Service Name: SKY PerfecTV! Mobile

■Compatible Phones: FOMA [@905i/904i/903i/902i/901i/900i/705i/704i/703i/702i/701i/700i Series](#)

■Registered Category: Located in NTT DoCoMo i-mode® official menu under “Video/ Video Clips”

■Viewing the Service:

Fee-paying subscribers (¥315/ ¥525/ ¥1,050/ month) pay with points given according to monthly usage fees, enjoying one month’s worth of fee-based content. Individuals registering for the free membership are able to view promotional content for free.

A special application from the “SKY PerfecTV!  ” website must be downloaded and installed to a mobile phone before content can be viewed.