

SKY Perfect JSAT Corporation

News Release



SKY Perfect JSAT
Corporation

June 3, 2008
SKY Perfect JSAT Corporation

Total Registrations and Individual Subscribers **as of the end of May 2008**

SKY Perfect JSAT Corporation (Head office: Minato-ku, Tokyo; President and Representative Director: Masao Nito; “SKY Perfect JSAT”) is pleased to announce that SKY Perfect Communications Inc. (Head office: Minato-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 May 2008.

SKY Perfect Communications Inc.

News Release



June 3, 2008

SKY Perfect Communications Inc.

Total Registrations and Individual Subscribers as of the end of May 2008

SKY Perfect Communications Inc. (Head Office: Minato-ku, Tokyo; President and Representative Director; Masao Nito; "SKY Perfect") announced the number of total registrations and individual subscribers as of the end of May 2008.

TOTAL	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	52,854	46,452
The number of re-registered subscribers* ³	1,868	1,558
Churn	48,622	43,728
Monthly Churn Rate* ⁴	1.1%	1.2%
Net Increase	6,100	4,282
Cumulative Total	4,272,260	3,702,299

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

SKY PerfectTV!	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	14,921	15,045
The number of re-registered subscribers* ³	1,199	890
Churn	37,530	35,885
Monthly Churn Rate* ⁴	1.1%	1.2%
Net Increase	-21,410	-19,950
Cumulative Total	3,462,662	2,982,322
e2 by SKY PerfectTV!	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	33,824	27,161
The number of re-registered subscribers* ³	656	655
Churn	9,864	6,624
Monthly Churn Rate* ⁴	1.5%	1.1%
Net Increase	24,616	21,192
Cumulative Total	695,740	608,558
Cumulative Total of DTH Services	4,158,402	3,590,880
Multichannel Broadcasting Service through SKY PerfectTV! HIKARI *⁵	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	3,800	3,848
The number of re-registered subscribers* ³	11	11
Churn	913	904
Monthly Churn Rate* ⁴	1.3%	1.4%
Net Increase	2,898	2,955
Cumulative Total	72,010	69,693
Other Wired Broadcasting Services*⁶	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	309	398
The number of re-registered subscribers* ³	2	2
Churn	315	315
Monthly Churn Rate* ⁴	0.8%	0.8%
Net Increase	-4	85
Cumulative Total	41,848	41,726
Cumulative Total of Wired Broadcasting Services	113,858	111,419

- *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 The number of re-registerd subscribers: number of individuals who agreed with pay-subscription agreement within one year of cancellation and have already paid for the viewing.
- *4 Monthly Churn Rate: The following formula is used to calculate the monthly churn rate.

$$\text{Monthly Churn Rate} = \text{Churns during the current month} / \text{Total subscribers at the end of the previous month} \times 12 \text{ months}$$
- *5 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!"
- *6 Other Wired Broadcasting Services: Other Wired Broadcasting Services refer to the number of multichannel broadcasting contract using SKY Perfect'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 May 2008.

SKY PerfecTV! HIKARI	Properties that have approved service provision ^{*7}	Properties currently receiving service ^{*8}
Number of properties	722	2,232
Number of households ^{*9}	83,684	208,062

- *7 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.
- *8 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.
- *9 The number of households also includes as-yet-unoccupied households in new condominiums.