

SKY Perfect JSAT Corporation

News Release



June 25, 2008
SKY Perfect JSAT Corporation

SKY PerfecTV! Mobile

Starts J1 League Pay Live Broadcasts and Celebration Campaign

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), today announced that SKY PerfecTV! Mobile starts J1 League pay live broadcasts and celebration campaign.

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SKY Perfect Communications Inc.

SKY PerfecTV! Mobile
Starts J1 League Pay Live Broadcasts and Celebration Campaign

SKY Perfect Communications Inc. (Head Office: Minato-ku, Tokyo; President and Representative Director: Masao Nito; “SKY Perfect”) will start delivery of pay live broadcasts of two or more games per section of J1 League (210 points*¹ per game) on SKY PerfecTV! Mobile, a pay content delivery service for mobile phones, along with the restart of J1 League Soccer from June 28. This lets subscribers enjoy watching live J1 League showcase matches not only through SKY PerfecTV!, e2 by SKY PerfecTV!, SKY PerfecTV! HIKARI but also on SKY PerfecTV! Mobile.

Furthermore, SKY Perfect will start its J1 League Pay Live Broadcast Celebration Campaign from June 28. During this campaign, SKY Perfect will refund half of the points (105 points*¹) the following month when the J League Package subscribers of SKY PerfecTV!, e2 by SKY PerfecTV!, or SKY PerfecTV! HIKARI pay to watch J League games through SKY PerfecTV! Mobile .

SKY PerfecTV! Mobile started April 21, 2008 to provide a pay delivery service for SKY Perfect broadcast programs and video on demand. SKY Perfect continues to promote the expansion of content through SKY PerfecTV! Mobile and provide an environment that lets subscribers enjoy a wide variety of broadcast content anywhere. In addition, SKY Perfect is also enhancing value-added broadcasting service to reinforce its attractiveness as a broadcast product that is both easy and convenient to use.

*1 1 point = 1 yen

(Reference)

SKY PerfecTV! Mobile - J1 League Pay Live Delivery
Celebration Campaign Outline

■ Campaign outline

When J League package subscribers of SKY PerfecTV!, e2 by SKY PerfecTV!, and SKY PerfecTV! HIKARI view a J1 League game (210 points per game) through, SKY PerfecTV! Mobile, half of the points (105 points) will be paid back to them the following month.

* 1 point = 1 yen

■ Time

From June 28 to July 31, 2008 (For 1 month)

■ Location: SKY PerfecTV! Mobile website through NTT DoCoMo i-mode®

* i-mode is a trademark of NTT DoCoMo, Inc.

■ Campaign focus

Subscribers who contract the following J League Package are the focus of this campaign. (The Package that end of sales are contained.)

To watch the games, Subscribers merely go to SKY PerfecTV! Mobile website and enter the IC card number or B-CAS card number they use to subscribe to SKY Perfect broadcasting service (for the first time only).

SKY PerfecTV!	Package Name
Package available for sale	J1 Live
	J2 Live
	J League Live DX
	Dream Soccer Set
The Package that end of sales	World Soccer Set
	J League Set
	J League Monthly Ticket
	Soccer Set
	Serie A Premier & Soccer Set
	Super Soccer Set
	Serie A Premier & Super Soccer Set
	THE FOOTBALL KINGDOM Set

e2 by SKY PerfecTV!	Package Name
Package available for sale	J League Selection
	e2 Soccer Selection
The Package that end of sales	Soccer Best Selection

SKY PerfecTV! HIKARI	Package Name
Package available for sale	J1 Live
	J2 Live
	J League Live DX
	Dream Soccer Set
The Package that end of sales	World Soccer Set
	J League Set
	THE FOOTBALL KINGDOM Set

■ SKY PerfecTV! Mobile window samples

