

SKY Perfect JSAT Holdings Inc.

News Release



June 27, 2008
SKY Perfect JSAT Holdings Inc.

SKY Perfect Submits Application for its Pay Broadcasting Management Business, and Creates and Publicizes its Implementation Policy in compliance with the Partial Revision of the Broadcasting Law etc.

SKY Perfect Communications Inc. (Head Office: Minato-ku, Tokyo; President and Representative Director: Masao Nito), a wholly owned subsidiary of SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; President and Representative Director: Masanori Akiyama), announced today the submission of its application for the pay broadcasting management business and creation and publication of an implementation policy in compliance with a partial revision of the Broadcasting Law etc. as shown in the attachment



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SKY Perfect Communications Inc. (Head Office: Minato-ku, Tokyo; President and Representative Director: Masao Nito; “SKY Perfect”) submitted the application for its pay broadcasting management business, and created and publicized its implementation policy for the business on June 27, 2008, today in accordance with a partial revision in the Broadcasting Law etc, which was revised on December 28, 2007 and brought into force on April 1, 2008.

According to the partial revision of the Broadcasting Law etc, pay broadcasting management business providers stipulated by Section 1, Paragraph 6-2, Article 52 of the Broadcasting Law are required to submit an application for the business, and to create and announce their implementation policy.

As SKY Perfect qualifies as a pay broadcasting management business provider stipulated in the revised law, we followed the provisions by submitting an application for the business, and creating and announcing our implementation policy.

The implementation policy for the pay broadcasting management business is available on the official website of SKY Perfect (<http://skycom.skyperfectv.co.jp/>).