

SKY Perfect JSAT Holdings Inc.

News Release



July 2, 2008
SKY Perfect JSAT Holdings Inc.

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

SKY Perfect JSAT Holdings Inc. (Head office: Minato-ku, Tokyo; President and Representative Director: Masanori Akiyama; “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 June 2008.



**Total Registrations and Individual Subscribers
as of the end of June 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 June 2008.

TOTAL	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	47,036	41,862
The number of re-registered subscribers* ³	1,901	1,565
Churn	44,117	38,725
Monthly Churn Rate* ⁴	1.0%	1.0%
Net Increase	4,820	4,702
Cumulative Total	4,277,080	3,707,001

* 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	14,459	12,622
The number of re-registered subscribers* ³	1,191	863
Churn	32,664	31,588
Monthly Churn Rate* ⁴	0.9%	1.1%
Net Increase	-17,014	-18,103
Cumulative Total	3,445,648	2,964,219
e2 by SKY PerfectTV!	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	27,514	24,216
The number of re-registered subscribers* ³	696	688
Churn	10,256	5,946
Monthly Churn Rate* ⁴	1.5%	1.0%
Net Increase	17,954	18,958
Cumulative Total	713,694	627,516
Cumulative Total of DTH Services	4,159,342	3,591,735
Multichannel Broadcasting Service through SKY PerfectTV! HIKARI *⁵	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	4,629	4,567
The number of re-registered subscribers* ³	11	11
Churn	835	829
Monthly Churn Rate* ⁴	1.2%	1.2%
Net Increase	3,805	3,749
Cumulative Total	75,815	73,442
Other Wired Broadcasting Services*⁶	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	434	457
The number of re-registered subscribers* ³	3	3
Churn	362	362
Monthly Churn Rate* ⁴	0.9%	0.9%
Net Increase	75	98
Cumulative Total	41,923	41,824
Cumulative Total of Wired Broadcasting Services	117,738	115,266

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-registered 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 PerfecTV'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 June 2008.

SKY PerfecTV! HIKARI	Properties that have approved service provision ^{*7}	Properties currently receiving service ^{*8}
Number of properties	722	2,309
Number of households ^{*9}	80,109	217,476

- *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.