

SKY Perfect JSAT Holdings Inc.

News Release



July 31 2008
SKY Perfect JSAT Holdings Inc.

Concessions for Victims of the Heavy Rains on July 28, 2008, in Relation to August Billing Amounts

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 that the concessions for victims of the heavy rains that fell on July 28, 2008, in relation to August billing amounts. Details of the announcement are attached.

July 31, 2008
Japan Satellite Broadcasting Association
SKY Perfect Communications Inc.

Concessions for Victims of the Heavy Rains on July 28, 2008,
in Relation to August Billing Amounts

The 108 CS satellite broadcast business-related companies forming the Japan Satellite Broadcasting Association (Head office: Minato-ku, Tokyo; Chairman: Banjiro Uemura) and SKY Perfect Communications Inc. (Head office: Minato-ku, Tokyo; President and Representative Director: Masao Nito) have decided to offer concessions to subscribers living in Toyama and Ishikawa Prefecture where the Disaster Relief Act has been applied in the wake of damage caused by Heavy Rains on July 28, 2008. According to the details outlined below, it was decided that subscribers to “SKY PerfectTV!” and “e2 by SKY PerfectTV!” in the area would be exempt from paying their August bill (monthly basic fee, the monthly subscription fee for “SKY PerfectTV!” and “e2 by SKY PerfectTV!” including the fee for PPV programs, and the monthly fee for the program guide), if they apply for the exemption and it is deemed that their viewing has been hampered by the damage caused by the heavy rains.

1. Applicable areas

Nanto-shi in Toyama-ken and Kanazawa-shi in Ishikawa-ken

2. Breakdown of the applicable fees

Monthly basic fee, the monthly subscription fee for “SKY PerfectTV!” and “e2 by SKY PerfectTV!” including the fee for PPV programs, and the monthly fee for the program guide.

* Amounts will vary according to the subscription details of each subscriber.

3. Customer inquiries

TEL: 0120-085-550 (10:00 to 20:00, 365 days a year)