

SKY Perfect JSAT Holdings Inc.

News Release



August 1, 2008
SKY Perfect JSAT Holdings Inc.

Acquisition of the Exclusive Right to Broadcast Italian Professional Football League Serie A Games, through CS

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), today announced the acquisition of the exclusive right to broadcast Italian Professional Football League Serie A games, through CS, as shown in the attachment.

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Italian Professional Football League Serie A Games, through CS

SKY Perfect Communications Inc. (Head Office: Minato-ku, Tokyo; President and Representative Director: Masao Nito; “SKY Perfect”) acquired the exclusive right to broadcast games played by 12 major teams of Serie A, the top division of the Italian Football League, during the 2008-2009 season through CS broadcasting in Japan.

SKY Perfect acquired the right to broadcast games hosted by Inter, AS Rome, SS Lazio, AC Milan, Fiorentina, Catania, Torino, Cagliari, Juventus, Genoa, Bologna, and Lecce through CS broadcasting. SKY PerfecTV! and SKY PerfecTV! HIKARI will air live broadcasts of three or more games of each section and all games hosted by Inter, AS Rome, AC Milan, and Juventus for the Serie A season opening scheduled for August 30. e2 by SKY PerfecTV!, 110-degree CS digital broadcasting, is planning to broadcast three or more games of each section mainly by live coverage (including taped broadcasting) and some games through high-definition broadcast.

After the acquisition of the right to broadcast Serie A in 1999, SKY Perfect has improved its program content centering on football games. SKY Perfect continues to provide content that satisfies our customers with a focus on high-quality football programs through the broadcasting of Japan and Europe football league games, and the improvement of programs related to them.

Reference

[Serie A broadcasting outline]

	SKY PerfecTV! SKY PerfecTV! HIKARI	e2 by SKY PerfecTV! (110-degree CS digital broadcasting)
Live broadcast of Serie A games	Live broadcasting of three or more games for each section. Planning live broadcasts of all home games hosted by Inter, , AS Rome,AC Milan, and Juventus. Also planning to broadcast other important games.	Broadcasting three or more games for each section centering on live broadcasts. Planning to broadcast all home games hosted by Inter, AS Rome,AC Milan, and Juventus, including taped broadcasts. Also planning to broadcast other important games. Some games will be broadcast through high-definition broadcasting.
Highlight programs for Serie A games	Serie A Highlights Broadcasting from 11:00 PM on every Wednesday (for 60 minutes, Starting from Wednesday, September 3.)	
Preview programs for Serie A games	Weekly Serie A Broadcasting from 9:00 PM on every Friday (for 45 minutes, Starting from Friday, August 29)	
	Pointing out things to watch for in the games of each section of Serie A during weekend programs.	
Subscription plans	European Soccer set, Dream Soccer set, etc.	European Soccer Selection, e2 Soccer Selection
Broadcast channels	Ch. 181, etc., Perfect Choice (Planning to change to Sukachan/ from September.)	Ch. 181, etc. Sukachan/ (Planning to change to this name from September.)