

SKY Perfect JSAT Holdings Inc.

News Release



August 4 2008
SKY Perfect JSAT Holdings Inc.

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

SKY Perfect Communications Inc.

News Release



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SKY Perfect Communications Inc.

Total Registrations and Individual Subscribers as of the end of July 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 July 2008.

TOTAL	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	51,985	47,028
The number of re-registered subscribers* ³	2,057	1,703
Churn	50,823	43,617
Monthly Churn Rate* ⁴	1.2%	1.2%
Net Increase	3,219	5,114
Cumulative Total	4,280,299	3,712,115

* 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	12,988	12,332
The number of re-registered subscribers* ³	1,231	877
Churn	37,413	35,849
Monthly Churn Rate* ⁴	1.1%	1.2%
Net Increase	-23,194	-22,640
Cumulative Total	3,422,454	2,941,579
e2 by SKY PerfectTV!	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	35,151	30,558
The number of re-registered subscribers* ³	823	823
Churn	12,012	6,375
Monthly Churn Rate* ⁴	1.7%	1.0%
Net Increase	23,962	25,006
Cumulative Total	737,656	652,522
Cumulative Total of DTH Services	4,160,110	3,594,101
Multichannel Broadcasting Service through SKY PerfectTV! HIKARI *⁵	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	3,496	3,797
The number of re-registered subscribers* ³	3	3
Churn	1,086	1,081
Monthly Churn Rate* ⁴	1.4%	1.5%
Net Increase	2,413	2,719
Cumulative Total	78,228	76,161
Other Wired Broadcasting Services*⁶	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	350	341
The number of re-registered subscribers* ³	0	0
Churn	312	312
Monthly Churn Rate* ⁴	0.7%	0.7%
Net Increase	38	29
Cumulative Total	41,961	41,853
Cumulative Total of Wired Broadcasting Services	120,189	118,014

- *1 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.

● Number of households connecting to SKY PerfecTV! HIKARI (as of the end of July, 2008)

	Total
Number of households connecting to SKY PerfecTV! HIKARI	258,454

The number means the number of households to which we provide the broadcasting service (retransmission or multichannel broadcasting service) as the subject of billing as of the end of the month. This number does not include the households of the multichannel broadcasting services with Energia Communications, Inc. in Fukuyama City, Hiroshima Prefecture, and the multiple broadcasting services provided by utilizing the empty bandwidth in the optical fiber network possessed by Cable City Yokohama, Achi Village in Nagano Prefecture, Ena City in Gifu Prefecture and others.