

SKY Perfect JSAT Holdings Inc.

News Release



September 2, 2008
SKY Perfect JSAT Holdings Inc.

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



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

TOTAL	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	48,152	42,685
The number of re-registered subscribers* ³	2,189	1,921
Churn	48,379	44,232
Monthly Churn Rate* ⁴	1.1%	1.2%
Net Increase	1,962	374
Cumulative Total	4,282,261	3,712,489

* 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	12,825	10,993
The number of re-registered subscribers* ³	1,338	1,070
Churn	38,106	36,280
Monthly Churn Rate* ⁴	1.1%	1.2%
Net Increase	-23,943	-24,217
Cumulative Total	3,398,511	2,917,362
e2 by SKY PerfectTV!	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	30,650	27,155
The number of re-registered subscribers* ³	844	844
Churn	8,663	6,349
Monthly Churn Rate* ⁴	1.2%	1.0%
Net Increase	22,831	21,650
Cumulative Total	760,487	674,172
Cumulative Total of DTH Services	4,158,998	3,591,534
Multichannel Broadcasting Service through SKY PerfectTV! HIKARI *⁵	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	4,312	4,129
The number of re-registered subscribers* ³	7	7
Churn	1,321	1,314
Monthly Churn Rate* ⁴	1.7%	1.7%
Net Increase	2,998	2,822
Cumulative Total	81,226	78,983
Other Wired Broadcasting Services*⁶	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	365	408
The number of re-registered subscribers* ³	0	0
Churn	289	289
Monthly Churn Rate* ⁴	0.7%	0.7%
Net Increase	76	119
Cumulative Total	42,037	41,972
Cumulative Total of Wired Broadcasting Services	123,263	120,955

- *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 Perfect's digital broadcasting system, including cable television, excluding SKY PerfecTV! HIKARI.

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

	Total
Number of households connecting to SKY PerfecTV! HIKARI	271,403

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.