

SKY Perfect JSAT Holdings Inc.

News Release



September 2, 2008
SKY Perfect JSAT Holdings Inc.

New Brand Structure for Broadcast Services

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 a new service brand structure as detailed in the attachment to this announcement.



New Service Brand Structure

SKY Perfect Communications Inc. (Head Office: Minato-ku, Tokyo; President and Representative Director: Masao Nito; “SKY Perfect”) has instituted a new service brand structure as detailed below.

The familiar “SKY PerfecTV!” will be the general service name representing our broadcast services overall, under which each broadcast service will be positioned as new service brands.

With the commencement of high-definition broadcasting on October 1, 2008, the “SKY PerfecTV!” service using the 124/128 degree east longitude satellite will be available as “SKY PerfecTV! SD” over existing SKY PerfecTV! tuners, while the “SKY PerfecTV! HD” service (both standard and high-definition) will be available for viewing by subscribers who have purchased new high-definition compatible tuners.

The “e2 by SKY PerfecTV!” service utilizing the 110 degree east longitude satellite will be renamed “SKY PerfecTV! e2.”

No changes will be made to the optic fiber “SKY PerfecTV! HIKARI” service.

Each broadcast service will continue to use the SKY PerfecTV! service name, maintaining a consistent brand identity for the convenience of our customers.

SKY Perfect will continue to work to grow the diverse and valuable multi-channel pay TV market, improving services, and reaching greater levels of customer satisfaction.

<New SKY Perfect Service Brand Structure>

