

SKY Perfect JSAT Holdings Inc.

News Release



SKY Perfect JSAT
Holdings Inc.

September 2, 2008
SKY Perfect JSAT Holdings Inc.

Commencement of “Multi-Receiver Discount” and “Re-Subscription Discount” 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), has announced the commencement of discounted services for the “SKY PerfectTV!” and “e2 by SKY PerfectTV!” (“SKY PerfectTV! e2” as of October 1, 2008) beginning October 1, 2008.



September 2, 2008
SKY Perfect Communications Inc.

Commencement of “Multi-Receiver Discount” and “Re-Subscription Discount” Services

SKY Perfect Communications Inc. (Head Office: Minato-ku, Tokyo; President and Representative Director: Masao Nito) will commence discount services for the “SKY PerfecTV!” and “e2 by SKY PerfecTV!” (“SKY PerfecTV! e2” as of October 1, 2008) beginning October 1, 2008 as detailed below.

SKY Perfect Communications Inc. 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 Discount Services>

■ Overview of Multi-Receiver Discount

For customers who sign agreements for multiple receivers to subscribe to SKY PerfecTV! (SKY PerfecTV! SD/SKY PerfecTV! HD) or SKY PerfecTV! e2, the registration fees for the second receiver and beyond will be free of charge, while the basic fee will be only ¥410 per month, regardless of the number of contracted receivers. As before, subscription fees will be half price for the 2nd and 3rd receiver only.

■ Overview of Re-Subscription Discount

Customers whose agreements for SKY PerfecTV! (SKY PerfecTV! SD/SKY PerfecTV! HD) or SKY PerfecTV! e2 have expired will have their registration fees waived when re-subscribing to SKY PerfecTV! (SKY PerfecTV! SD/SKY PerfecTV! HD) or SKY PerfecTV! e2 broadcast services within one year the cancellation of the earlier subscription, even if the new contract is for a different service from the original agreement.

- See the SKY Perfect Communications website for applicable terms and conditions related to the discount programs.