

SKY Perfect JSAT Holdings Inc.

News Release



September 2, 2008
SKY Perfect JSAT Holdings Inc.

- SKY PerfecTV! HD Declaration -
Starting the High-Definition Broadcast Service “SKY PerfecTV! HD”
via SKY PerfecTV! 124/128-degree CS Digital Broadcasting Service

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), announced the new content of its high-definition broadcast service, scheduled to start from October, 2008 via SKY PerfecTV! 124/128-degree CS digital broadcasting service.



- SKY PerfecTV! HD Declaration -
Starting the High-Definition Broadcast Service “SKY PerfecTV! HD”
via SKY PerfecTV! 124/128-degree CS Digital Broadcasting Service

This is to announce that SKY Perfect Communications Inc. (Head Office: Minato-ku, Tokyo; President and Representative Director: Masao Nito; “SKY Perfect”) has determined the content of its high-definition broadcast service, scheduled to start from October, 2008 via SKY PerfecTV! 124/128-degree CS digital broadcasting service (“SKY PerfecTV!”).

SKY Perfect will expand the number of channels in the 1st phase of high-definition broadcasting service starting from October 1, 2008 and the 2nd phase of high-definition broadcasting service starting from October, 2009. The number of high-definition broadcast channels starting in the 1st phase will be 15 including Pay Per View (PPV) channels, and starting in the 2nd phase the number will be increased to 70 or more in total.

SKY Perfect inaugurated the SKY PerfecTV! broadcasting service in 1996 and has since then expanded the business to its present 285 channels. SKY Perfect promotes business expansion as a multi-channel high-definition pay TV service through DVB-S2, the world’s most advanced transmission system, and H.264| MPEG-4 AVC, the world’s most advanced compression system, to seek high-quality images in addition to the attraction of multi-channel service. Through this new business expansion, SKY PerfecTV! will come to offer a tremendous choice of channels, with 285 channels providing standard images and 70 or more channels providing high-definition broadcast channels, scheduled for implementation in fall, 2009. Furthermore, the new SKY PerfecTV! tuner for high-definition broadcast not only allows subscribers to enjoy both existing standard image channels and high-definition broadcast channels, but it also provides improved functions.

SKY PerfecTV! continues to provide diverse and high-quality program content and an enjoyable program line-up with customer convenience in mind to take the lead in the multi-channel pay TV market.

SKY PerfecTV! HD Overview

<Schedule>

- 1st phase high-definition broadcast channels will commence on October 1, 2008.
- 2nd phase high-definition broadcast channels will commence in October, 2009 (plan)
 - High-definition broadcast via SKY PerfecTV! HIKARI is scheduled to start between the implementation of the 2nd phase of SKY PerfecTV! HD and the end of FY 2009.

<Channels>

◆ 1st phase high-definition broadcast channels (by categories)

Category	Channel No.	Channel Name
PPV (Sports, movies, etc.)	138	Perfect Choice HD138
	190	Sukachan/ HD190
	191	Sukachan/ HD191
	192	Sukachan/ HD192
Sports	605	J sports Plus (high-definition)
Comprehensive entertainment	613	Fuji TV CSHD
	616	TBS Channel HD
	617	Tele Asa Channel HD

Category	Channel No.	Channel Name
Movies	626	Star Channel High-Definition
	628	Eisei Gekijyo (Satellite Theater) HD
	632	Movie Plus HD
	634	Nihon Eiga Senmon Channel (Japanese Movie) HD
Overseas dramas	651	FOX HD
Adult content	948	Adult HD Red
	949	Adult HD Blue

2nd phase high-definition broadcast channels (by category)

- Channel names shown in the table are the names used for the current broadcasting service and differ from the actual high-definition broadcast channel names.

Category	Channel Name	Category	Channel Name
Sports	GAORA	Japanese dramas	Jidaigeki Senmon Channel (Samurai Drama)
	J sports 1	Variety	Family Gekijyo (Family Theater)
	J sports 2		Home Drama Channel
	J sports ESPN		MONDO 21
	SKY・A sports+		Animation
	Nittele G+	Animation Theater X (AT-X)	Cartoon Network
Comprehensive entertainment	CS GyaO	Kids Station	Documentary
	Fuji TV 721	Animal Planet	Discovery Channel
	Fuji TV 739	National Geographic Channel	History Channel
Movies	The Cinema	TBS Newsbird	News
	Star Channel Classic	Tabi Channel (Travel)	Entertainment/Hobbies
	Channel NEO	Fishing Vision	
	Toei Channel	Green Channel	Race
	Yoga ★ Cinefil Imagica (Foreign Movies)	Green Channel 2	
	Music	MTV	PPV (Sports, movies, adult content, etc.)
Space Shower TV			
MUSIC ON! TV			
Music Japan TV			
Music Video Senmon/VMC			
Overseas dramas	Asia Dramatic TV★So-net		
Variety	AXN		
Korean dramas	KBS WORLD		
	SCI FI		
	Suspense Theater FOX CRIME		
	Super! Drama TV		
	Mystery Channel		
	LaLaTV		

<SKY PerfecTV! HD Programs>

The new high-definition broadcast service includes the same SKY PerfecTV! service including standard image service currently available. Therefore, current subscribers of SKY PerfecTV! are not required to pay new registration fee or additional basic fee.

SKY PerfecTV! Valuable Pack HD, the most recommended package plan among all package plans, includes TBS Channel HD, Tele Asa Channel HD, Movie Plus HD, Nihon Eiga Senmon Channel HD (Japanese movies), and FOX HD, including a total of 5 high-definition channels and 68 standard image channels for 3,500 yen (special campaign price until September, 2009. SKY Perfect is planning to expand to 40 high-definition channels from October, 2009 for 4,700 yen), with very attractive channel line-ups. We are planning to offer a wide variety of package plans to meet customer demand for high-definition broadcast programs such as Professional Baseball Set HD and high-definition broadcast Soccer Set series including J league.

Details on package plans will be announced on the SKY Perfect official website.

<Tuner for SKY PerfecTV! HD>

◆ Types

- 1 tuner made by Japanese manufacturer SONY

This type tuner is only available through purchase. The tuner can be purchased with the antenna as a set or as a single product.

- 1 tuner made by SKY PerfecTV!

This type tuner is available through both rental and purchase.

The planned rental fee is 630 yen per month and the planned purchase price is 34,800 yen. We will start accepting orders for these tuners from late September and begin delivery from late October.

In addition to the existing antennas, we are offering our newly developed multi-satellite antenna which enables receipt of all broadcast services provided by SKY PerfecTV!, SKY PerfecTV! e2, and BS digital broadcast.

* Existing receivers for SKY PerfecTV! standard image broadcast cannot be used to watch high-definition broadcast channels. A tuner corresponding to SKY PerfecTV! HD is required to watch the high-definition broadcast channels. However, antennas used to receive the existing broadcast programs can be used for watching the high-definition broadcast channels.

◆ Major specifications

- Enables the viewing of both high-definition broadcast channels and standard image channels.
- Enables Pay Per View (PPV) program viewing history to be accessed via Ethernet terminal.
- Equipped with internal tuner for terrestrial digital broadcast (only the tuner made by SKY PerfecTV!)

<Recording by high-definition image quality via SKY PerfecTV! HD>

There are no industry standard specifications for digitally recording the MPEG-4 AVC content of SKY PerfecTV! by external devices. However, SKY PerfecTV! employs the SKY PerfecTV! HD Recording System, which enables recording functions through DLNA and DTCP-IP technologies used for home networks, to record high-definition image quality. In order to maintain high-definition image quality when recording SKY PerfecTV! HD programs, you are required to have a tuner and recording device that correspond to the SKY PerfecTV! HD Recording System, which are scheduled to be offered as listed below.

- Tuner

The tuner made by SKY PerfecTV! is planned to be corresponded via satellite downloading. * We are currently unable to supply information on correspondence for the SONY tuner.

- Recording device

A DVD Recorder made by Toshiba and Hard Disc for Network made by I-O Data Device and Buffalo will be available.

<Watching through community reception facilities>

In order to watch the new high-definition broadcast channels, SKY PerfecTV! subscribers currently living in condominiums and utilizing community reception facilities to watch SKY PerfecTV! programs are required to have a specific type of community reception facility due to the fact that this new high-definition broadcast will be provided through a new bandwidth. Visit our website at <http://smatv.skyperfectv.co.jp> for detailed information.

<Campaign>

Several campaigns are scheduled for the starting of high-definition broadcast service:

◆ Starting! the SKY PerfecTV! HD Campaign 5,000 yen off the subscription fee, etc.

Period: October 1, 2008 – January 31, 2009

Content: For new subscribers to SKY PerfecTV! HD, 5,000 yen (tax included) will be discounted from the subscription fee, etc. (this discount also applies to TV guide subscriptions and basic fees).

◆ SKY PerfecTV! HD Starting Campaign

Period: October 1, 2008 – January 31, 2009 (This applies to subscription applications received by the end of this period.)

Content: In the case that subscribers of either SKY PerfecTV! or SKY PerfecTV! e2 (formerly e2 by SKY PerfecTV!) additionally subscribe to high-definition broadcast channel service, or change their subscriptions, 5,000 yen will be discounted from the subscription fee, etc. (this discount also applies to TV guide subscriptions and basic fee).

◆ SKY PerfecTV! Valuable Pack HD Campaign

Period: For applications received from October, 2008 to September, 2009

Content: SKY PerfecTV! Valuable Pack HD is currently offered to new subscribers at a special campaign price of 3,500 yen per month.

◆ High-Definition Broadcast Channels One Month Free Campaign

Period: For the applications received from October, 2008 to March, 2009

Content: One month's subscription fee will not be charged to new subscribers to Star Channel Premium 3, Eisei Gekijyo (Satellite Theater) HD, and J Sports 1, 2 & Plus (high-definition) who sign up for 3 months or more. This applies to new subscribers with a SKY PerfecTV! HD tuner, or current SKY PerfecTV! subscribers who have changed to the SKY PerfecTV! HD tuner.

◆ Adult High-Definition Broadcast Channels One Month Free Campaign

Period: For applications received from October, 2008 to March, 2009

Content: One month's subscription fee will not be charged to new subscribers to Adult HD Red, Adult HD Blue, and Adult HD Set who sign up for 3 months or more. This applies to new subscribers with a tuner corresponding to SKY PerfecTV! HD, or current SKY PerfecTV! subscribers who have changed to the SKY PerfecTV! HD tuner