

SKY Perfect JSAT Holdings Inc.

News Release



October 1, 2008
SKY Perfect JSAT Holdings Inc.

Start of SKY Perfect JSAT Corporation

SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama) announces that SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President & CEO; Masanori Akiyama), a 100% owned subsidiary of SKY Perfect JSAT Holdings Inc., has announced the start of SKY Perfect JSAT Corporation.
Details are as attached.



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Start of SKY Perfect JSAT Corporation

SKY Perfect JSAT Corporation (Head office: Minato-ku, Tokyo; President and Chief Executive Officer: Masanori Akiyama; hereinafter “SKY Perfect JSAT”) started today through a merger of operating companies with SKY Perfect Communications Inc. the surviving company. SKY Perfect Communications was a wholly owned subsidiary of SKY Perfect JSAT Holdings Inc. (Head office: Minato-ku, Tokyo; President and Chief Executive Officer: Masanori Akiyama). Details are as follows.

1. Purpose of Starting SKY Perfect JSAT Corporation

In April 2007, the former SKY Perfect JSAT Corporation (renamed SKY Perfect JSAT Holdings Inc. in June 2008; hereinafter “the holding company”) was established through the integration of JSAT Corporation (hereinafter “JSAT”) and SKY Perfect Communications Inc. (hereinafter “SKY Perfect”). This move vertically integrated the former, a satellite communications operator, with a multi-channel pay TV broadcasting platform enterprise under a holding company structure. SKY Perfect JSAT Group has thus put in place a structure combining communications and broadcasting. Under this structure, JSAT’s role has been to reliably provide satellite communications infrastructure while generating steady earnings and cash flows. SKY Perfect has been responsible for further developing the multi-channel pay TV broadcasting business.

On March 31, 2008, the holding company converted Space Communications Corporation (hereinafter “SCC”), another satellite communications operator like JSAT, into a subsidiary. Through horizontal integration, SKY Perfect JSAT Group has been able to maximize business scale and to capture integration synergies in the satellite business. In the multi-channel pay TV business, the Group has also started to capture vertical integration synergies. One example was the successful development of SKY PerfecTV! HD, a high definition (HD) multi-channel pay TV broadcasting service, by reducing the initial cost outlays required by various broadcasters through the aforementioned vertical integration.

On June 24, 2008, SKY Perfect JSAT Group unveiled a new Mid-term Management Plan (FY2008 – FY2012) called Quality for Value. This was in order to respond to swift changes in the media

industry following the establishment of the holding company and reinforce future competitiveness. The plan is guided by the following Group corporate philosophy: “As a corporate group that provides broadcasting and communications service of a highly public nature, SKY Perfect JSAT Group will always work with a pioneering spirit to improve its services and contribute to the creation of rich social and individual lives, while strongly recognizing its social responsibilities and observing laws and business ethics.” The plan clarifies the Group’s goal of further expanding the multi-channel pay TV broadcasting business using steady cash flows generated by the satellite business, which now brings all of Japan’s satellite operators under the same roof. However, one key priority for achieving the plan’s goals was to establish an efficient organization and cost structure for the Group’s core operating companies.

In light of the above, the Group merged its three operating companies to form SKY Perfect JSAT, with the aim of optimally allocating human resources and raising management efficiency.

The Group sees the formation of SKY Perfect JSAT as an important step toward marshalling its collective capabilities to drive new growth as a powerful constellation of companies. The Group’s overriding goals are to achieve the aims of the Mid-term Management Plan and realize its corporate philosophy.

2. Overview of SKY Perfect JSAT Corporation

Corporate name	SKY Perfect JSAT Corporation
Business description	Platform business for CS digital broadcasting and satellite communications business
Head office	1-14-14 Akasaka, Minato-ku, Tokyo 107-0052, Japan
Representative	Masanori Akiyama, President and Chief Executive Officer
TEL	+81-3-5571-7800
Capital	¥50,083 million
Shareholder	SKY Perfect JSAT Holdings Inc. 100%
End of fiscal year	March 31
URL	http://www.sptvjsat.com

3. SKY Perfect JSAT Corporation Management Structure and Organization

Post	Name	Roles and responsibilities*
President & Chief Executive Officer	Masanori Akiyama	
Director of the Board, Senior Executive Vice President	Masao Nito	Head of SKY PerfectTV! Group
Director of the Board, Senior Executive Vice President	Yutaka Nagai	Head of Corporate Planning & Strategy Group, and Engineering & Operations Group
Director of the Board, Senior Executive Vice President	Yoichi Iizuka	Head of Corporate Coordination Group
Senior Executive Vice President	Osamu Inoue	Head of Satellite Business Group
Senior Managing Executive Officer	Hajime Tanabe	Deputy Head of SKY PerfectTV! Group
Senior Managing Executive Officer	Akira Tanaka	General Manager, Content Business Division, SKY PerfectTV! Group
Senior Managing Executive Officer	Hideaki Kido	General Manager, Corporate Planning & Strategy Division, Corporate Planning & Strategy Group
Managing Executive Officer	Ryoji Hirabayashi	General Manager of Finance, Credit & General Affairs Division, Corporate Coordination Group
Managing Executive Officer	Hiroo Sumitomo	Deputy Head of Satellite Business Group
Managing Executive Officer	Toshikuni Shimizu	General Manager of Accounting, Legal & Information Systems Division, Corporate Coordination Group
Managing Executive Officer	Masafumi Kawanishi	General Manager of Broadcasting Business Division, SKY PerfectTV! Group
Managing Executive Officer	Keiichiro Demizu	General Manager of Marketing Division, SKY PerfectTV! Group
Managing Executive Officer	Osamu Kato	General Manager of Human Resource & Purchase Administration Division, Corporate Planning & Strategy Group
Managing Executive	Yasuo Okuyama	General Manager of Sales Division II, Satellite

Officer		Business Group
Executive Officer	Yuichiro Nishio	General Manager of Communications Engineering Division, Engineering & Operations Group
Executive Officer	Shuhei Yamaura	General Manager of Customer Service & Communications Division, SKY PerfecTV! Group
Executive Officer	Koki Koyama	General Manager of Sales Division I, Satellite Business Group
Corporate Auditor	Ryosuke Tsuruma	
Corporate Auditor	Masataka Hattori	
Corporate Auditor	Masatoshi Fujisawa	

There have been no changes to the management composition announced on August 6, 2008.

*See attachment for organizational chart.