

SKY Perfect JSAT Holdings Inc.

News Release



October 2, 2008
SKY Perfect JSAT Holdings Inc.

Total Registrations and Individual Subscribers as of the end of September 2008

SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama) is pleased to announce that SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President & CEO; Masanori Akiyama), a 100% owned subsidiary of SKY Perfect JSAT Holdings Inc., today released attached news release regarding the number of total registrations and individual subscribers as of the end of September 2008.

SKY Perfect JSAT Corporation

News Release



SKY Perfect JSAT
Group

October 2, 2008

SKY Perfect JSAT Corporation

Total Registrations and Individual Subscribers as of the end of September 2008

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President & Chief Executive Officer; Masanori Akiyama; "SKY Perfect JSAT") announced the number of total registrations and individual subscribers as of the end of September 2008.

TOTAL	Total Subscribers* ¹	Individual Subscribers* ²
New Subscribers	48,909	42,801
The number of re-registered subscribers* ³	2,515	2,158
Churn	50,831	46,434
Monthly Churn Rate* ⁴	1.2%	1.3%
Net Increase	593	-1,475
Cumulative Total	4,282,854	3,711,014

* The total column shows the summed-up figure of cumulative totals of DTH Services and Wired Broadcasting Services.

SKY PerfecTV!	Total Subscribers* ¹	Individual Subscribers* ²
New Subscribers	13,441	11,571
The number of re-registered subscribers* ³	1,498	1,143
Churn	39,292	37,396
Monthly Churn Rate* ⁴	1.2%	1.3%
Net Increase	-24,353	-24,682
Cumulative Total	3,374,158	2,892,680
SKY PerfecTV! e2	Total Subscribers* ¹	Individual Subscribers* ²
New Subscribers	30,886	26,615
The number of re-registered subscribers* ³	1,007	1,005
Churn	9,876	7,377
Monthly Churn Rate* ⁴	1.3%	1.1%
Net Increase	22,017	20,243
Cumulative Total	782,504	694,415
Cumulative Total of DTH Services	4,156,662	3,587,095
Multichannel Broadcasting Service through SKY PerfecTV! HIKARI * ⁵	Total Subscribers* ¹	Individual Subscribers* ²
New Subscribers	4,187	4,235
The number of re-registered subscribers* ³	10	10
Churn	1,320	1,318
Monthly Churn Rate* ⁴	1.6%	1.7%
Net Increase	2,877	2,927
Cumulative Total	84,103	81,910
Other Wired Broadcasting Services* ⁶	Total Subscribers* ¹	Individual Subscribers* ²
New Subscribers	395	380
The number of re-registered subscribers* ³	0	0
Churn	343	343
Monthly Churn Rate* ⁴	0.8%	0.8%
Net Increase	52	37
Cumulative Total	42,089	42,009
Cumulative Total of Wired Broadcasting Services	126,192	123,919

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

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

	Total
Number of households connecting to SKY PerfecTV! HIKARI	282,572

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.