

SKY Perfect JSAT Holdings Inc.

News Release



SKY Perfect JSAT
Holdings Inc.

October 31, 2008

SKY Perfect JSAT Holdings Inc.

Expanding Service Area for SKY PerfectTV! HIKARI Home Type Wide Service and Starting FLET'S TEREBI Service

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President & Chief Executive Officer: Masanori Akiyama, "SKY Perfect"), a wholly-owned subsidiary of SKY Perfect JSAT Holdings (Head Office: Minato-ku, Tokyo; President and Representative Director: Masanori Akiyama), today announced that it will expand the service area for the SKY PerfectTV! HIKARI Home Type Wide service and the FLET'S TEREBI Service. The details are attached.

October 31, 2008

OptiCast Inc.

Nippon Telegraph and Telephone West Corporation

SKY Perfect JSAT Corporation

OptiCast Expands Service Area for SKY PerfecTV! HIKARI Home Type Wide Service and Starts FLET'S TEREBI Service

OptiCast Inc. (Head Office: Minato-ku, Tokyo; President and CEO: Tatsuro Saitoh; "OptiCast"), a subsidiary of SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President & Chief Executive Officer: Masanori Akiyama, "SKY Perfect") will increase the current network transmission bandwidth from 70-770 MHz to 2072 MHz and expand the service area for the SKY PerfecTV! HIKARI Home Type Wide service. This move is intended to enhance the Company's fiber optic-based SKY PerfecTV! HIKARI service by extending provision of the Home Type Wide service, launched in certain areas of eastern Japan in July 2008, to include selected areas in western Japan. The Home Type Wide service enables viewers to enjoy terrestrial digital broadcasts and all 12 channels of BS digital broadcast without a BS digital up-converter.

In accordance with the Law Concerning Broadcast on Telecommunications Services, the Company has submitted its change in registration to the Ministry of Internal Affairs and Communications regarding this expansion of service area. Once the change in registration is complete, the Company plans to begin offering the new services in early December 2008. Going forward, we are also planning to provide e2 by SKY PerfecTV! service before the end of this fiscal year and SKY PerfecTV! high definition broadcasting in the next fiscal year. These additions to the service menu are aimed at further improving the viewing environment, to make it easier than ever for families to enjoy high-quality, multi-channel broadcasting. We are also considering future services to enable users to view the new BS digital channels that are scheduled to start from July, 2011.

SKY Perfect JSAT Corporation considers an Opticast network of this type to offer infrastructure for video distribution on a par with that offered by satellites, and is actively promoting its video distribution business through SKY PerfecTV! HIKARI.

Along with the expansion of the network transmission bandwidth which has been delivering SKY PerfecTV! HIKARI, starting in early December 2008 Nippon Telegraph and Telephone West Corporation (Head Office: Chuo-ku, Osaka; President: Shinichi Otake; "NTT West") will start offering FLET'S Hikari*1 subscribers the FLET'S TEREBI Transmission Service, a video

transmission service that transmits OptiCast's SKY PerfecTV! HIKARI Home Type Wide.

Furthermore, OptiCast and NTT West will combine the equipment use fee required to receive OptiCast's SKY PerfecTV! HIKARI Home Type Wide service with NTT West's FLET'S TEREBI Transmission Service in the new FLET'S TEREBI package. Applications for the combined service will be accepted starting Saturday, November 1, 2008.

Note 1: This change applies to the FLET'S Hikari Next Family Type and FLET'S Hikari Premium Family Type, offered by NTT West.

1. SKY PerfecTV! HIKARI Home Type Wide Product Outline

(1) Service Outline

A new SKY PerfecTV! HIKARI service which makes it possible for subscribers to view up to 280 channels through terrestrial digital broadcasting, terrestrial analog broadcasting, BS digital broadcasting (which unlike other services does not require a BS up-converter), BS analog broadcasting, FM radio, and SKY PerfecTV!. There are many package options available to accommodate customer preferences, including options that allow subscribers to view terrestrial and BS broadcasting only (SKY PerfecTV! HIKARI Light), or the combination of terrestrial and BS broadcasting along with CS pay channels (SKY PerfecTV! HIKARI A La Carte/ HIKARI Package Selection/ HIKARI Package).

(2) Conditions of Use

Use of SKY PerfecTV! HIKARI Home Type Wide requires the following subscriptions.

Subscription to the FLET'S TEREBI service provided by OptiCast and NTT West.

Subscription to a FLET'S Hikari service (FLET'S Hikari Next Family Type or FLET'S Hikari Premium Family Type) provided by NTT West.

(3) Options and service fees for SKY PerfecTV! HIKARI Home Type Wide

See Attachment 1 for details.

2. Outline of FLET'S TEREBI

(1) Service Outline

This is the video transmission service that allows FLET'S Hikari subscribers to view terrestrial and BS digital broadcasting. The service combines NTT West's FLET'S TEREBI Transmission Service with the equipment use fee for OptiCast's SKY PerfecTV! HIKARI service .

See Attachment 2 for a diagram of the service.

(2) Conditions of Use

Use requires subscription to a FLET'S Hikari service (FLET'S Hikari Next Family Type or FLET'S Hikari Premium Family Type) provided by NTT West.

(3) Service fee

<1> Monthly Free

Item		Cost
FLET'S TEREBI	FLET'S TEREBI Transmission Service Fee	¥450 (¥472.5 incl. tax)
	SKY PerfecTV! HIKARI Equipment Use Fee	¥200 (¥210 incl. tax)
	Total	¥650 (¥682.5 incl. tax)

*FLET'S Hikari monthly service fee must be paid separately.

*Contracts with NTT West and OptiCast Inc. are required for FLET'S TEREBI Transmission Service and SKY PerfecTV! HIKARI Equipment Use Fee, respectively.

*Billing for FLET'S TEREBI Transmission Service Fee and SKY PerfecTV! HIKARI Equipment Use Fee is conducted by NTT West.

<2> Initial Cost*2

Item		Cost
FLET'S TEREBI Transmission Service contract fee		¥800 (¥840 incl. tax)
FLET'S TEREBI Transmission Service construction cost	Concurrent construction with FLET'S Hikari	¥3,500 (¥3,675 incl. tax)
	Single construction	¥10,800 (¥11,340 incl. tax)
Subscription fee for SKY PerfecTV! HIKARI		¥2,800 (¥2,940 incl. tax)

Note2: When the subscriber requests TV connection services, a separate TV Connection Construction Fee will be billed by OptiCast.

Note 3: For major construction projects (connection and installation through to the installation of the terminal equipment in the subscriber home).

<3> FLET'S TEREBI Transmission Service Initial Construction Cost Discount Campaign

From Saturday, November 11, 2008 to Tuesday, March 31, 2009, customers applying for a new FLET'S TEREBI Transmission Service will receive a discount of ¥3,500 from construction costs.

	Item	Cost
FLET'S TEREBI Transmission Service construction fees under the campaign	Concurrent construction with FLET'S Hikari	¥0
	Single construction	¥7,300 (¥7,665 incl. tax)

*Applies only to customers who begin using the services before June 30, 2009.

3. Application Period and Planned Start of Services

Accepting applications from: Saturday, November 1, 2008

Services start from: Early December, 2008 (scheduled)

* Service hook-up may take a few days after application and in some cases may not be available due to equipment status or other circumstances.

4. Areas Covered

Certain areas of Osaka Prefecture, Hyogo Prefecture, Aichi Prefecture, and Tokushima Prefecture.

See Attachment 3 for details.

5. For inquiries and application for subscription

(1) OptiCast

SKY PerfecTV! HIKARI Customer Center (Comprehensive)

TEL : 045-279-7777 or 0570-013-999

Telephones open from 10:00 AM to 8:00 PM (year-round)

(2) NTT WEST

For telephone inquiries and application for subscription

0120-116116 (Accepts called from PHS & IP phones)

Telephones open from 9:00 AM to 9:00 PM. Open on Saturdays, Sundays, and holidays (except from December 29 to January 1)

*Use limited to the NTT WEST region.

For media inquiries regarding this announcement:

Corporate Communications Dept., SKY Perfect JSAT Corporation

Tel 03-5571-7600 Fax 03-5571-1760

E-mail : pr@sptvjsat.com

NTT WEST Services Creation Dept.

Tel 06-4793-8710

【Attachment 1】

Monthly Subscription Fees for SKY PerfecTV!/HIKARI Home Type Wide Plans

•SKY PerfecTV!/HIKARI Package (All 68 CS digital broadcast channels)

SKY PerfecTV! HIKARI CS Digital Service Basic Fee ¥410	+	SKY PerfecTV! HIKARI Digital Tuner Rental Fee ¥315	+	SKY PerfecTV! HIKARI Package (68ch) ¥3,550	=	¥4,275
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Available Channels

Terrestrial Analog	Terrestrial Digital	BS Analog	BS Digital	FM Radio
CS Free Channels (13 ch)		CS Pay Channels (68 ch)		

※1

FLET'S TEREBI

SKY PerfecTV! HIKARI Equipment Use Fee ¥210	+	FLET'S TEREBI Transmission Service ¥472.5
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※2

**Total
¥4,957.5**

•SKY PerfecTV!/HIKARI Package Selection Options
(All 50 CS digital broadcast channels)

SKY PerfecTV! HIKARI CS Digital Service Basic Fee ¥410	+	SKY PerfecTV! HIKARI Digital Tuner Rental Fee ¥315	+	SKY PerfecTV! HIKARI Package (68ch) ¥2,950	=	¥3,675
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Available Channels

Terrestrial Analog	Terrestrial Digital	BS Analog	BS Digital	FM Radio
CS Free Channels (13 ch)		CS Pay Channels (50 ch)		

※1

FLET'S TEREBI

SKY PerfecTV! HIKARI Equipment Use Fee ¥210	+	FLET'S TEREBI Transmission Service ¥472.5
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※2

**Total
¥4,357.5**

•SKY PerfecTV!/HIKARI A La Carte

SKY PerfecTV! HIKARI CS Digital Service Basic Fee ¥410	+	SKY PerfecTV! HIKARI Digital Tuner Rental Fee ¥315	=	¥725 and up
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Available Channels

Terrestrial Analog	Terrestrial Digital	BS Analog	BS Digital	FM Radio
CS Free Channels (13 ch)				

※1

FLET'S TEREBI

SKY PerfecTV! HIKARI Equipment Use Fee ¥210	+	FLET'S TEREBI Transmission Service ¥472.5
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※2

**Total
¥1,407.5 and up**

•SKY PerfecTV!/HIKARI Light

Available Channels

Terrestrial Analog	Terrestrial Digital	BS Analog	BS Digital	FM Radio
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※1

FLET'S TEREBI

SKY PerfecTV! HIKARI Equipment Use Fee ¥210	+	FLET'S TEREBI Transmission Service ¥472.5
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※2

**Total
¥682.5**

Note 1: Billing conducted by OptiCast Inc.

Note 2: Billing for FLET'S TEREBI Transmission Service Fee and SKY PerfecTV! HIKARI Equipment Use Fee is conducted by NTT West.

*All prices include tax.

*Contracts with NTT West and OptiCast Inc. are required for FLET'S TEREBI Transmission Service and SKY PerfecTV! HIKARI Equipment Use Fee, respectively.

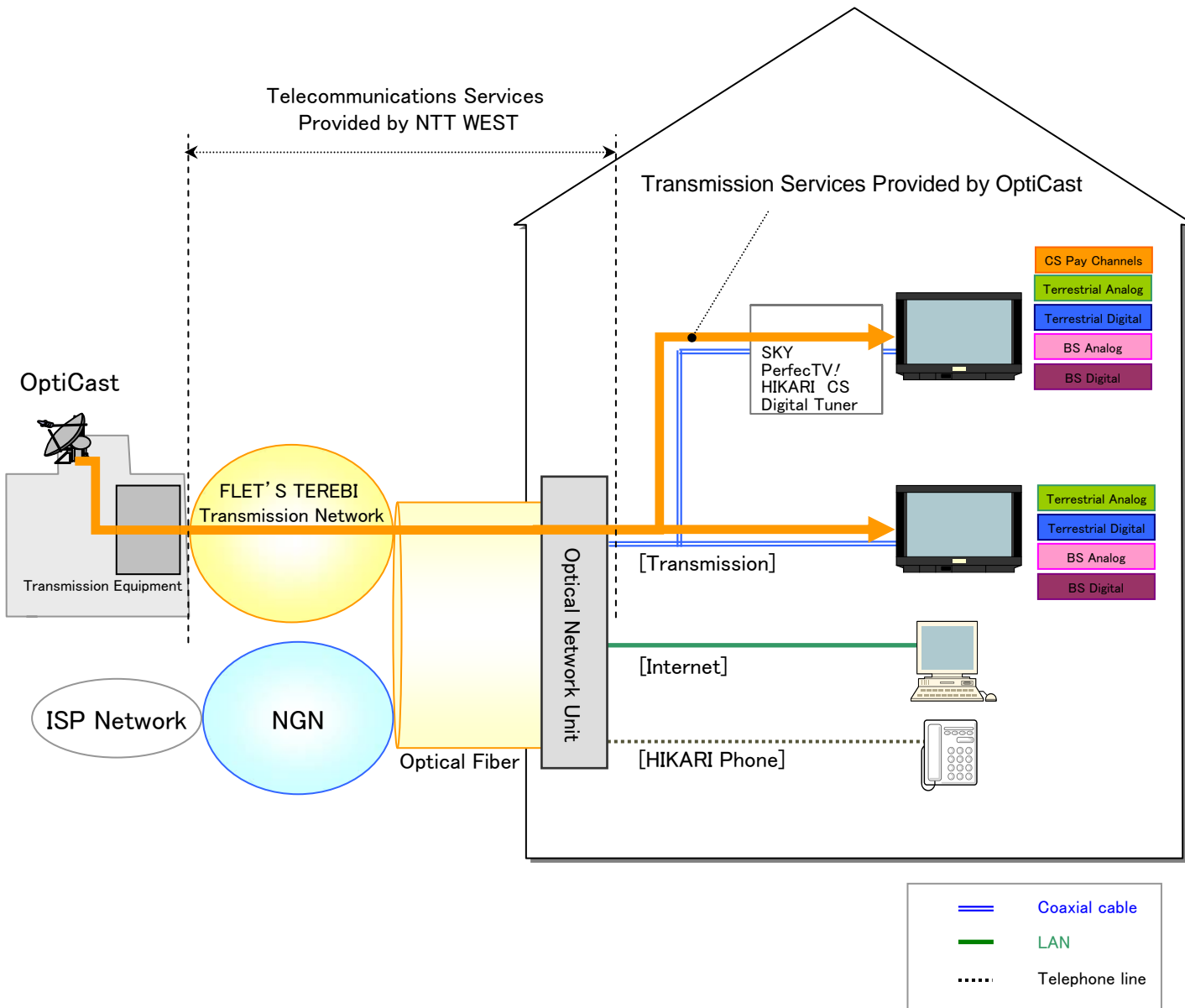
*A television with a built-in digital tuner or a separate digital tuner is required to view Terrestrial Digital and BS Digital programming.

*Does not include NHK (General/Education/BS) subscription fees.

*Only free BS Digital broadcast channels are included in the prices above.

*FLET'S Hikari Next Family Type or FLET'S Hikari Premium Family Type monthly service fee must be paid separately to NTT West.

Service Diagram



【Attachment 3】

Areas Covered

<Broadcast regions currently covered by 70MHz-770MHz, to be expanded to 2072MHz>

【Osaka Prefecture】

Most areas in Osaka City (Nishiyodogawa-ku, Higashiyodogawa-ku, Yodogawa-ku, Asahi-ku, Ikuno-ku, Joto-ku, Sumiyoshi-ku, Taisho-ku, Tsurumi-ku, Higashinari-ku), Toyonaka City, Suita City, and Moriguchi City

Certain areas in Osaka City (Kita-ku, Konohana-ku, Fukushima-ku, Abeno-ku, Suminoe-ku, Tennoji-ku, Higashisumiyoshi-ku, Hirano-ku, Minato-ku, Miyakojima-ku), Settsu City, Kadoma City, Higashiosaka City, and Yao City

【Hyogo Prefecture】

Most areas in Ashiya City and Kobe City (Chuo-ku, Nada-ku, Higashinada-ku)

Certain areas in Nishinomiya City, Takarazuka City, and Kobe City (Nagata-ku, Hyogo-ku)

【Aichi Prefecture】

All areas in Nagoya City, Kiyosu City, Oharu-Cho (Ama Gun), Shippo Cho (Ama Gun), Jimokuji Cho (Ama Gun), Miwa Cho (Ama Gun), and Haruhi Cho (Nishikasugai Gun)

Certain areas in Obu City, Owariasahi City, Tokai City, Toyoake City, Nisshin City, Togo Cho (Aichi Gun), and Toyoyama Cho (Nishikasugai Gun)

【Tokushima Prefecture】

Certain areas in Tokushima City

<Broadcast regions currently covered by 70MHz-2072MHz where SKY PerfecTV! HIKARI Home Type Wide and FLET'S TEREBI will be provided>

【Osaka Prefecture】

All areas in Sakai City (Kita-ku, Sakai-ku, Naka-ku, Higashi-ku, Minami-ku, Mihara-ku), Osakasayama City, Neyagawa City, and Matsubara City

Certain areas in Sakai City (Nishi-ku), Ibaraki City, Katano City, Kadoma City, Shijonawate City, Settsu City, Daito City, Takaishi City, Takatsuki City, Tondabayashi City, Habikino City, Higashiosaka City, Hirakata City, Fujiidera City, and Yao City