

SKY Perfect JSAT Holdings Inc.

News Release



November 5, 2008
SKY Perfect JSAT Holdings Inc.

Total Registrations and Individual Subscribers **as of the end of October 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 October 2008.

SKY Perfect JSAT Corporation

News Release



SKY Perfect JSAT
Group

November 5, 2008
SKY Perfect JSAT Corporation

Total Registrations and Individual Subscribers as of the end of October 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 October 2008.

TOTAL	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	49,447	41,754
The number of re-registered subscribers* ³	2,041	1,786
Churn	55,622	51,332
Monthly Churn Rate* ⁴	1.3%	1.4%
Net Increase	-4,134	-7,792
Cumulative Total	4,278,720	3,703,222

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

SKY PerfectTV!	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	11,161	10,169
The number of re-registered subscribers* ³	1,224	969
Churn	39,044	37,368
Monthly Churn Rate* ⁴	1.2%	1.3%
Net Increase	-26,659	-26,230
Cumulative Total	3,347,499	2,866,450
SKY PerfectTV! e2	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	34,086	27,336
The number of re-registered subscribers* ³	807	807
Churn	14,999	12,385
Monthly Churn Rate* ⁴	1.9%	1.8%
Net Increase	19,894	15,758
Cumulative Total	802,398	710,173
Cumulative Total of DTH Services	4,149,897	3,576,623
Multichannel Broadcasting Service through SKY PerfectTV! HIKARI *⁵	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	3,886	3,946
The number of re-registered subscribers* ³	8	8
Churn	1,310	1,310
Monthly Churn Rate* ⁴	1.6%	1.6%
Net Increase	2,584	2,644
Cumulative Total	86,687	84,554
Other Wired Broadcasting Services*⁶	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	314	303
The number of re-registered subscribers* ³	2	2
Churn	269	269
Monthly Churn Rate* ⁴	0.6%	0.6%
Net Increase	47	36
Cumulative Total	42,136	42,045
Cumulative Total of Wired Broadcasting Services	128,823	126,599

- *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 , October 2008)

	Total
Number of households connecting to SKY PerfecTV! HIKARI	294,558

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.