

December 15, 2008  
SKY Perfect JSAT Holdings Inc.

**Notice Regarding Conclusion of Japan's First Hybrid  
BS/CS Satellite Procurement Contract**

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama), a wholly owned subsidiary of SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama) today announced the conclusion of Japan's first hybrid BS/CS satellite procurement contract. Details are as follows.

December 15, 2008  
SKY Perfect JSAT Corporation

## **Japan's First Hybrid BS/CS Satellite Procurement Contract**

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President and Chief Executive Officer: Masanori Akiyama; "SKY Perfect JSAT") today jointly announced with Broadcasting Satellite System Corporation (Head Office: Shibuya-ku, Tokyo; President and CEO: Kazuo Takenaka; "B-SAT") the conclusion of a procurement contract with Lockheed Martin Corporation (Head Office: United States of America; Chairman, President, and CEO: Robert J. Stevens; "LMC") for a hybrid BS/CS satellite. The satellite is to be launched by the two companies in 2011.

SKY Perfect JSAT currently provides the SKY PerfecTV! e2 CS digital broadcasting service via a communications satellite in the 110 degrees East longitude slot, the same orbital slot used for BS broadcasting. As of November 30, 2008, the service had approximately 720,000 individual subscribers. Going forward, the Company projects that subscriber numbers will continue to increase along with the uptake of digital televisions with built-in satellite tuners.

In order to continue to provide highly reliable SKY PerfecTV! e2 service and strengthen the infrastructure for 110 degrees East longitude satellite broadcasting, SKY Perfect JSAT is procuring this satellite (JCSAT-110R) as a reserve spacecraft for this orbital position.

The new spacecraft will be Japan's first hybrid BS/CS satellite, combining broadcasting satellite BSAT-3c and communications satellite JCSAT-110R. B-SAT and SKY Perfect JSAT will retain exclusive usage rights to the broadcasting satellite and communications satellite, respectively. Co-ownership will allow the two companies to achieve cost reductions in the satellite itself, as well as in launch and launch insurance expenses and operational control costs.

Looking ahead, SKY Perfect JSAT will contribute to the promotion of 110 degrees East longitude satellite broadcasting and the transition to high-definition video, in line with the Japanese Ministry of Internal Affairs and Communications' "Basic Policy on Authorization for Program-Supplying Broadcasting Services Pertaining to BS Digital Broadcasting Newly Starting in 2011 and Onward."

### Reference

1. Satellite Bus:	LMCSS/A2100A
2. Satellite Specifications (JCSAT-110R):	(1) Frequency: K <sub>u</sub> band (2) Transponders: 12 CS, plus reserve (3) Launch date: 2011 (4) Design lifetime: 15 years
3. Orbital Position:	110 degrees East longitude