



December 18, 2008  
SKY Perfect JSAT Holdings Inc.

### **SKY Perfect JSAT scores CS broadcasting rights for 2010 FIFA World Cup South Africa™ High-definition live coverage of all 64 matches**

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 SKY Perfect JSAT scores CS broadcasting rights for 2010 FIFA World Cup South Africa™ High-definition live coverage of all 64 matches. Details are as follows.

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2010 FIFA World Cup South Africa™  
High-definition live coverage of all 64 matches**

SKY Perfect JSAT Corporation (Head office: Minato-ku, Tokyo; President and Chief Executive Officer: Masanori Akiyama; hereafter SKY Perfect JSAT) has been awarded the exclusive Japanese CS broadcasting rights for all 64 matches of the 2010 FIFA World Cup South™.

The 19<sup>th</sup> edition of the FIFA World Cup™ will be played 11 June to 11 July 2010 in nine cities and ten stadia across South Africa, marking the first event to take place on African soil.

SKY Perfect JSAT will broadcast live all matches of the world governing body of football's biggest showcase with a cumulative audience of more than 26 billion TV spectators world wide during the four weeks tournament. The service will bring viewers in Japan vivid, multi-channel coverage of the FIFA World Cup™ as it draws the attention of the entire world.

Specific channel planning and organization and other broadcast details will be announced as they are confirmed.

Going forward, SKY Perfect JSAT will continue to lead the multi-channel pay TV broadcasting market by providing viewers with a wide selection of high-quality video content and convenient viewing.