

SKY Perfect JSAT Holdings Inc.

News Release



January 6, 2009
SKY Perfect JSAT Holdings Inc.

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

SKY Perfect JSAT Corporation

News Release



SKY Perfect JSAT
Group

January 6, 2009
SKY Perfect JSAT Corporation

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

TOTAL	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	58,814	45,802
The number of re-registered subscribers* ³	2,845	2,547
Churn	50,635	45,051
Monthly Churn Rate* ⁴	1.2%	1.2%
Net Increase	11,024	3,298
Cumulative Total	4,290,123	3,699,491

* 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	12,026	8,810
The number of re-registered subscribers* ³	1,525	1,229
Churn	35,867	33,363
Monthly Churn Rate* ⁴	1.1%	1.2%
Net Increase	-22,316	-23,324
Cumulative Total	3,302,927	2,820,297
SKY PerfectTV! e2	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	41,254	31,356
The number of re-registered subscribers* ³	1,306	1,304
Churn	12,781	9,759
Monthly Churn Rate* ⁴	1.6%	1.3%
Net Increase	29,779	22,901
Cumulative Total	852,530	746,620
Cumulative Total of DTH Services	4,155,457	3,566,917
Multichannel Broadcasting Service through SKY PerfectTV! HIKARI *⁵	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	5,178	5,290
The number of re-registered subscribers* ³	12	12
Churn	1,646	1,588
Monthly Churn Rate* ⁴	1.9%	1.8%
Net Increase	3,544	3,714
Cumulative Total	92,510	90,518
Other Wired Broadcasting Services*⁶	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	356	346
The number of re-registered subscribers* ³	2	2
Churn	341	341
Monthly Churn Rate* ⁴	0.8%	0.8%
Net Increase	17	7
Cumulative Total	42,156	42,056
Cumulative Total of Wired Broadcasting Services	134,666	132,574

- *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 , December 2008)

	Total
December of households connecting to SKY PerfecTV! HIKARI	321,303

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.