

SKY Perfect JSAT Holdings Inc.

News Release



January 14, 2009

SKY Perfect JSAT Holdings Inc.

Special Sponsorship of Yubari International Fantastic Film Festival 2009 and Broadcasting of Festival Films

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 its role as a special sponsor for the Yubari International Fantastic Film Festival 2009 and that it will broadcast films shown at the festival (refer to attachments for more details).

SKY Perfect JSAT Corporation

News Release



January 14, 2009

SKY Perfect JSAT Corporation

Special Sponsorship of Yubari International Fantastic Film Festival 2009 and Broadcasting of Festival Films

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama; hereafter “SKY Perfect JSAT”) today announced that it will continue in its role from last year as a special sponsor of the Yubari International Fantastic Film Festival 2009. The festival is scheduled to take place in the Japanese city of Yubari, Hokkaido, from February 26 to March 2, 2009. SKY Perfect JSAT has also decided to broadcast films shown at the festival on its SKY PerfectTV! and SKY PerfectTV! e2 services (refer to broadcasting overview for more details).

Held in Yubari, Hokkaido since 1990, the Yubari International Fantastic Film Festival (hereafter, “Yubari Film Festival”) has not only earned acclaim from members of the domestic and international film community, but has also gained a reputation as an important stepping stone for film creators seeking to establish their credentials as directors.

As part of its “Now Playing on Satellite” programming, SKY Perfect JSAT will broadcast films submitted to the “Forum Theater” section of the festival by up-and-coming creators, as well as select films from among general public entries to the festival’s “Fantastic Off-Theater Competition” section, on its SKY PerfectTV! and SKY PerfectTV! e2 services. This marks the second consecutive year that SKY Perfect JSAT will broadcast film festival entries, an initiative which began with the showing last year of films from the Yubari Film Festival on SKY PerfectTV!.

This year, SKY Perfect JSAT will make films available free of charge to its customers, a move that will allow more customers to enjoy these films, while simultaneously encouraging support for the city of Yubari.

Also in a follow-up to last year, SKY Perfect JSAT will assist budding new talent from the Yubari Film Festival by funding films created by the festival’s Grand Prix winners and broadcasting the films submitted.

The first film to receive funding support from SKY Perfect JSAT in this festival is *Fuwaku no Adagio*, a new film by director Tsuki Inoue, last year's Grand Prix winner in the "Fantastic-off Theater Competition" section. The film will be shown both at the festival and on the SKY PerfectTV! "Now Playing on Satellite" broadcast service. An advance screening of the film is scheduled to take place in Tokyo sometime in mid-February, prior to the opening of the festival.

The coordinating office for the festival is planning five venues for this year's event. However, as a new project launched this year, SKY Perfect JSAT will use its "SKY PerfectTV! HD" broadcasting service to run a sixth venue, called "SKY PerfectTV! HD Theater," in the lounge of the Yubari Hotel Shuparo. Festival attendees will be able to view films at this venue for the duration of the festival. Teaching sessions given by four film directors and other special events are also scheduled to take place this year in an effort to create an atmosphere that festival visitors will thoroughly enjoy.

In tandem with the festival, the Nihon Eiga Senmon Channel is holding screenings of the films "Kofuku" ("Happiness") and "Sono kido wo tootte" ("Pass Through the Gate") by director Kon Ichikawa in the Hotel Shuparo's Reisui Room. Star Channel, another Japan-based film channel, will hold separate screenings in the same room.

In helping to make the Yubari Film Festival a success, SKY Perfect JSAT hopes that its special sponsorship will also help to revitalize Yubari city. At the same time, through broadcasting on SKY PerfectTV!, SKY Perfect JSAT hopes to offer customers a new way to enjoy the film festival experience—right in the comfort of their own homes.

- Overview of the Yubari International Fantastic Film Festival

<Name> Yubari International Fantastic Film Festival 2009

<Organizers> Yubari International Fantastic Film Festival Executive Committee; Yubari Fanta NPO

<Period> February 26, 2009 (Thurs.) to March 2, 2009 (Mon.)

<Venues> Yubari Civic Center; Cinema Salon and other venues around Yubari

<Official website> <http://yubarifanta.com/>

- SKY PerfectTV! and SKY PerfectTV! e2 Broadcasts

<"Now Playing on Satellite" broadcast section> *Total of 34 films

- "Forum Theater" section

- “Fantastic Off-Theater Competition” section
- “Fantastic Off-Theater Special Screening” *Special Feature on Director Tsuki Inoue—2008
Fantastic Off-Theater Grand Prix Winner

<Broadcasting Period> February 26, 2009 (Thurs.) to March 2, 2009 (Mon.) (Same period as festival)

*Encore Presentations: Scheduled to air as scheduling permits between March 20 and March 31, 2009

<Broadcasting Channels>

| SKY PerfecTV! | | SKY PerfecTV! e2 | |
|---|---|--|--|
| SKY PerfecTV! SD (Standard-definition broadcast) | SKY PerfecTV! HD (High-definition broadcast) | (Standard-definition broadcast) | (High-definition broadcast) |
| Channels 174 and 180 | Channel 190 | Channel 804 | Channel 800 |
| All films from aforementioned sections | Certain films from aforementioned sections | All films from aforementioned sections | Certain films from aforementioned sections |
| | | Films for restricted audiences (i.e., films with R-15 or R-18 ratings) will not be shown | |

*Festival guide programs (featuring LiLiCo, Hiroyuki Amano “Kyain”) and on-site reports (featuring LiLiCo and others) will also be shown.

*Broadcasting details will be made available on the SKY PerfecTV! official website as soon as they have been determined.

<Special site for the Yubari Film Festival on the SKY PerfecTV! official website> (*Scheduled for uploading on January 30)

<http://www.skyperfectv.co.jp/yubari09/>