

SKY Perfect JSAT Holdings Inc.

News Release



February 3, 2009
SKY Perfect JSAT Holdings Inc.

Total Registrations and Individual Subscribers **as of the end of January 2009**

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 January 2009.

SKY Perfect JSAT Corporation

News Release



SKY Perfect JSAT
Group

February 3, 2009

SKY Perfect JSAT Corporation

Total Registrations and Individual Subscribers as of the end of January 2009

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 January 2009.

TOTAL	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	56,141	52,311
The number of re-registered subscribers* ³	1,982	1,740
Churn	56,692	48,843
Monthly Churn Rate* ⁴	1.3%	1.3%
Net Increase	1,431	5,208
Cumulative Total	4,291,554	3,704,699

* 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	8,350	8,859
The number of re-registered subscribers* ³	1,103	863
Churn	39,950	36,256
Monthly Churn Rate* ⁴	1.2%	1.3%
Net Increase	-30,497	-26,534
Cumulative Total	3,272,430	2,793,763
SKY PerfectTV! e2	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	43,754	39,394
The number of re-registered subscribers* ³	870	868
Churn	14,473	10,319
Monthly Churn Rate* ⁴	1.7%	1.4%
Net Increase	30,151	29,943
Cumulative Total	882,681	776,563
Cumulative Total of DTH Services	4,155,111	3,570,326
Multichannel Broadcasting Service through SKY PerfectTV! HIKARI *⁵	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	3,875	3,854
The number of re-registered subscribers* ³	7	7
Churn	1,950	1,949
Monthly Churn Rate* ⁴	2.1%	2.2%
Net Increase	1,932	1,912
Cumulative Total	94,442	92,430
Other Wired Broadcasting Services*⁶	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	162	204
The number of re-registered subscribers* ³	2	2
Churn	319	319
Monthly Churn Rate* ⁴	0.8%	0.8%
Net Increase	-155	-113
Cumulative Total	42,001	41,943
Cumulative Total of Wired Broadcasting Services	136,443	134,373

- *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 , January 2009)

	Total
December of households connecting to SKY PerfecTV! HIKARI	332,353

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.