

SKY Perfect JSAT Holdings Inc.

News Release



March 3, 2009
SKY Perfect JSAT Holdings Inc.

Total Registrations and Individual Subscribers **as of the end of February 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 February 2009.

SKY Perfect JSAT Corporation

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Total Registrations and Individual Subscribers as of the end of February 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 February 2009.

TOTAL	Total Subscribers* ¹	Individual Subscribers* ²
New Subscribers	48,301	39,929
The number of re-registered subscribers* ³	3,899	3,473
Churn	56,208	46,067
Monthly Churn Rate* ⁴	1.3%	1.2%
Net Increase	-4,008	-2,665
Cumulative Total	4,287,546	3,702,034

* 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	7,197	6,501
The number of re-registered subscribers* ³	1,587	1,172
Churn	37,734	34,359
Monthly Churn Rate* ⁴	1.2%	1.2%
Net Increase	-28,950	-26,686
Cumulative Total	3,243,480	2,767,077
SKY PerfectTV! e2	Total Subscribers* ¹	Individual Subscribers* ²
New Subscribers	36,263	28,789
The number of re-registered subscribers* ³	2,297	2,286
Churn	16,097	9,334
Monthly Churn Rate* ⁴	1.8%	1.2%
Net Increase	22,463	21,741
Cumulative Total	905,144	798,304
Cumulative Total of DTH Services	4,148,624	3,565,381
Multichannel Broadcasting Service through SKY PerfectTV! HIKARI * ⁵	Total Subscribers* ¹	Individual Subscribers* ²
New Subscribers	4,535	4,383
The number of re-registered subscribers* ³	12	12
Churn	1,996	1,993
Monthly Churn Rate* ⁴	2.1%	2.2%
Net Increase	2,551	2,402
Cumulative Total	96,993	94,832
Other Wired Broadcasting Services* ⁶	Total Subscribers* ¹	Individual Subscribers* ²
New Subscribers	306	256
The number of re-registered subscribers* ³	3	3
Churn	381	381
Monthly Churn Rate* ⁴	0.9%	0.9%
Net Increase	-72	-122
Cumulative Total	41,929	41,821
Cumulative Total of Wired Broadcasting Services	138,922	136,653

- *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 , February)

	Total
Number of households connecting to SKY PerfecTV! HIKARI	347,603

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.