

# SKY Perfect JSAT Holdings Inc.

## *News Release*



March 19, 2009  
SKY Perfect JSAT Holdings Inc.

### **Notification of Organizational and Personnel Changes**

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President & CEO: Masanori Akiyama), a wholly owned subsidiary of SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; President & CEO: Masanori Akiyama) today announced the organizational and personnel changes described in the following attachments.



### **Notification of Organizational and Personnel Changes**

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President & CEO: Masanori Akiyama) today announced organizational and personnel changes effective from April 1, 2009. These changes are aimed at improving management efficiency and promoting optimal allocation of human resources. Details are as follows.

#### **1. Organizational Changes**

On March 4, 2009 the Company announced changes to its organizational structure, namely the elimination and consolidation certain groups and divisions with a view to expedite management decision-making by flattening hierarchies. To the same end, the Company will also consolidate its current 63 departments into 42 divisions. The major changes from the current organizational structure are as follows.

##### ■ Corporate Planning & Strategy Group

- The Group Strategy Planning Division will be newly established mainly to oversee Group-wide strategic planning for the SKY Perfect JSAT Group (including formulation of medium-term management plans) as well as planning of various business strategies for SKY Perfect JSAT Corporation.
- The Corporate Planning & Strategy Division will combine with the Corporate Management Department to form the Corporate Planning Division.
- The Human Resource Department and the Human Resource Administration & Support Department will combine to form the Human Resource Division
- The SKY Perfect JSAT Group's investor relations functions will be added to the responsibilities of the Corporate Communications Dept. , which will become the Corporate Communications & Investor Relations Division
- The Information Systems Department under the Corporate Coordination Group will come under the direction of the Corporate Planning & Strategy Group.

##### ■ Corporate Services Group

- A Planning & Coordination Division will be newly formed to take over the functions of the former Group Planning & Coordination Department.
- The Purchase Administration Department under the former Corporate Planning & Strategy Group will come under the direction of the Corporate Services Group, and will be renamed the Purchase Administration Division
- The Legal Department and the Credit Department will be combined to form the Legal & Credit Division.
- The Finance Department, the Accounting Department for Broadcasting Business and the Accounting Department for Satellite Communication Business will be combined to form the Finance & Accounting Division.

##### ■ Broadcasting Business Group

- A Planning & Coordination Division will be formed to take over the functions of the former Group Planning & Coordination Department, and incorporate and enhance the functions of the Broadcasting Business Administration Dept. and the Content Administrative Department
- The Broadcasting Business Department and the Media Marketing Department will combine to form the Broadcasting Business Division.
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■ Marketing Group

- A Planning & Coordination Division will be formed to take over the functions of the former Group Planning & Coordination Department, and incorporate and enhance the functions of the Marketing Administrative Department
- The Advertising & Promotion Department and the Internet & Mobile Communications Department will combine and incorporate certain functions of the Customer Service Department to form the Advertising & Promotion Division
- The Sales Planning Department and the Market Research Department will combine to form the Marketing Planning Division.
- The Logistics Service Department, New Service Development Department and the Program Information Service Department will combine to form the Logistics & Service Development Division.

■ Satellite Business Group

The new business development functions of the Corporate Planning & Strategy Division will be incorporated into the Group Planning & Coordination Department to form a Planning & Coordination Division.

- Enterprise Business Department I and Enterprise Business Department II will combine to form the Enterprise Business Division.
- The Government Sectors Business Department and the Defense Network Department will combine to form the Government Sectors Business Division.
- The Global Business Department and the Mobile Network Department will combine to form the Global & Mobile Business Division.

■ Engineering and Operations Group

- The Group Planning & Coordination Department and the Satellite Planning & Engineering Department will combine to form the Planning & Coordination Division.
- The Network Operations Department and the Service Operations Department will combine to form the Service Operations Division.
- The Communications Systems Engineering Department and the Services Systems Engineering Department will combine to form the Communications Engineering Division.
- The Platform Systems Department and the Information Technology Department will combine to form the Platform Systems Division.
- The Platform Systems Department will be renamed the System Engineering Division.
- The Ground Systems Department, the Administration Department and the Facility Management Department will combine to form the Facilities Management & Administration Division.

\* Attachment: New organizational chart (for reference)

## 2. Personnel Changes

SKY Perfect JSAT Corporation Personnel Changes Effective April 1, 2009 (following organizational changes)

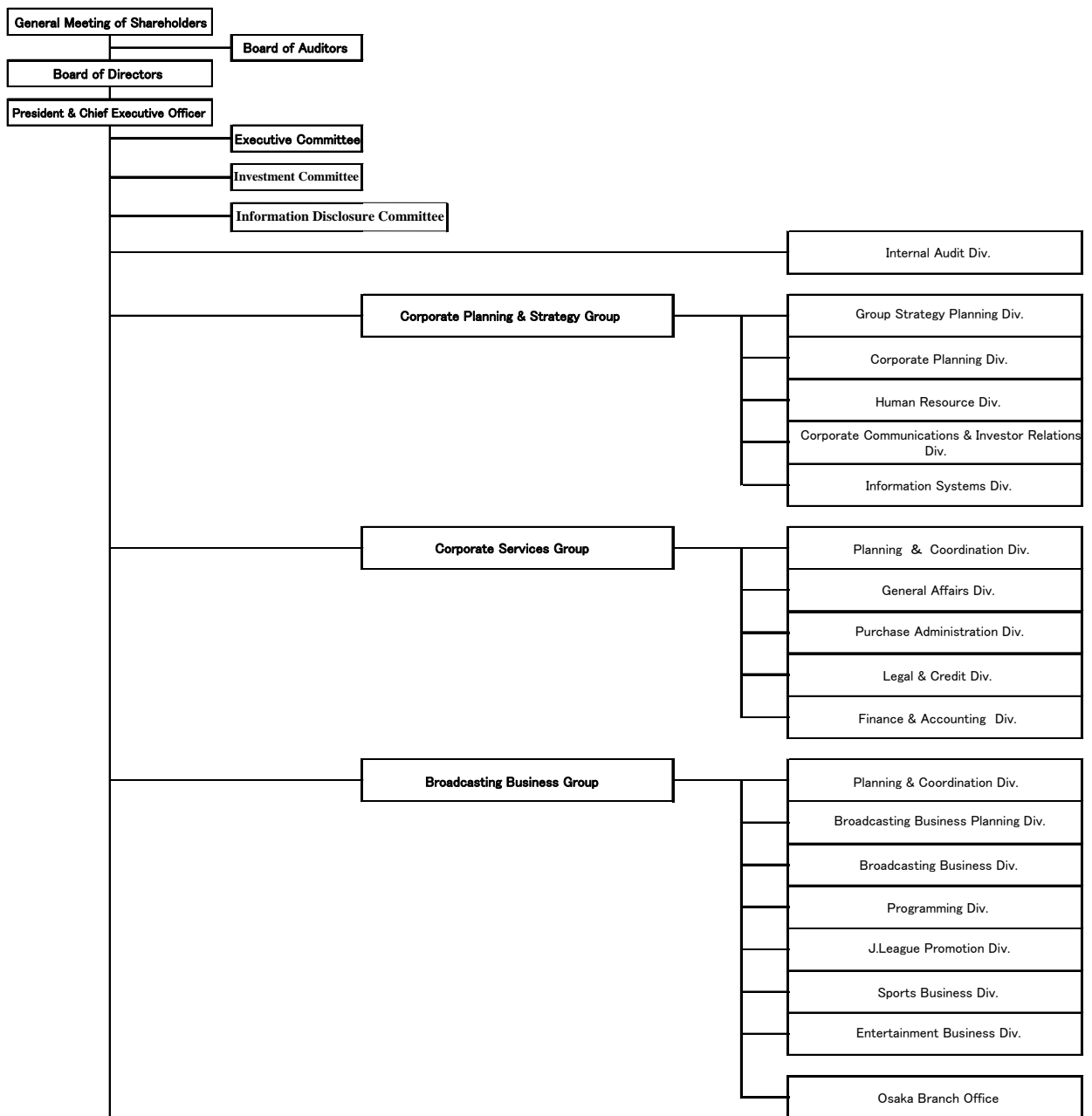
Name	New Title	Former Title
Yutaka Nagai	Director of the Board and Senior Executive Vice President Group President, Corporate Planning & Strategy Group and <u>Manager</u> , Group Strategy Planning Division	Director of the Board and Senior Executive Vice President Group President, Corporate Planning & Strategy Group and Group President, Corporate Coordination Group and Group President, Engineering & Operations Group
<u>Eisuke Ito</u>	Vice Group President, Broadcasting Business Group	ITOCHU Corporation
Hitoshi Moriyama	Vice Group President, Broadcasting Business Group	Deputy General Manager, Sales Division II, Satellite Business Group

Hiroshi Kataoka	Vice Group President, Marketing Group and General Manager, Advertising & Promotion Division	SKY PerfecTV! Group Marketing Group Deputy General Manager and General Manager, Advertising & Promotion Division
Kinya Furuya	Vice Group President, Marketing Group and General Manager, Marketing Planning Division	SKY PerfecTV! Group Marketing Group Deputy General Manager and General Manager, Sales Planning Department
Jun Ueki	Vice Group President Satellite Business Group and General Manager, Government Sectors Business Division	Deputy General Manager, Sales Division I, Satellite Business Group and General Manager, Government Sectors Business Department
<u>Koichi Sasahara</u>	Vice Group President, Engineering & Operations Group	General Manager, Satellite Operations Division, Engineering & Operations Group
Masami Sugai	Vice Group President Engineering & Operations Group and General Manager, Platform Systems Division and General Manager, Facilities Management & Administration Division	General Manager, Broadcast Engineering Division, and General Manager, Facilities Management Department, Engineering & Operations Group
Kiyotake Ando	Engineering & Operations Group Chief Engineer	Chief Engineer, Communications Engineering Division, Engineering & Operations Group
Susumu Ueno	Engineering & Operations Group Chief Engineer	Chief Engineer, Communications Engineering Division, Engineering & Operations Group
Eiji Sato	Chief Engineer, Engineering & Operations Group	Deputy General Manager, Satellite Operations Division, Engineering & Operations Group
Manabu Sasaki	General Manager, Corporate Planning Division, Corporate Planning & Strategy Group	General Manager, Corporate Planning & Strategy Division, Corporate Planning & Strategy Group
Masato Ogawa	General Manager, Human Resources Division, Corporate Planning & Strategy Group	General Manager, Human Resource Department, Human Resource & Purchase Administration Division, Corporate Planning & Strategy Group
Hideto Usa	General Manager, Corporate Communications and Investor Relations Division, Corporate Planning & Strategy Group	General Manager, Corporate Communications Department, Corporate Planning & Strategy Division, Corporate Planning & Strategy Group
Ryuichi Inada	General Manager, Information Systems Division, Corporate Planning & Strategy Group	General Manager, Information Systems Department, Accounting, Legal & Information Systems Division, Corporate Coordination Group
Ryuichi Inada	General Manager, Information Systems Division, Corporate Planning & Strategy Group	General Manager, Information Systems Department, Accounting Legal & Information Systems Division, Corporate Coordination Group
Yoshinori Tanahashi	General Manager, Planning & Coordination Division, Corporate Services Group	Acting General Manager, Corporate Planning & Strategy Division , Corporate Planning & Strategy Group
Takehito Akiyama	General Manager, General Affairs Division, Corporate Services Group	General Manager, General Affairs Department, Finance, Credit & General Affairs Division, Corporate Coordination Group
Yuichi Hayasaka	General Manager, Purchase Administration Division, Corporate Services Group	General Manager, Purchase Administration Department, Human Resource & Purchase Administration Division, Corporate Planning & Strategy Group

Eiichi Hosokawa	General Manager, Legal & Credit Division, Corporate Services Group	General Manager, Human Resource Administration & Support Department, Human resource & Purchase Administration Division, Corporate Planning & Strategy Group
Atsuhiko Oe	General Manager, Finance & Accounting Division, Corporate Services Group	External Assignment to SKY Perfect JSAT Holdings Inc.
Kazuo Kubota	General Manager, Planning & Coordination Division, Broadcasting Business Group	General Manager, Corporate Planning & Strategy Department, Corporate Planning & Strategy Division, Corporate Planning & Strategy Group
Yasuhiko Aramaki	General Manager, Broadcasting Business Planning Division, Broadcasting Business Group	Deputy General Manager, Broadcasting Business Division, SKY PerfectTV! Group General Manager, Broadcasting Business Planning Department
Masaharu Yoshizawa	General Manager, Broadcasting Business Division, Broadcasting Business Group	General Manager, Broadcasting Business Department, Broadcasting Business Division, SKY PerfectTV! Group
Shinya Kunitake	General Manager, Programming Division, Broadcasting Business Group	General Manager, Programming Department, Content Business Division, SKY PerfectTV! Group
Toru Ueda	General Manager, J. League Promotion Division, Broadcasting Business Group	General Manager, J.League Promotion Department, Content Business Division, SKY PerfectTV! Group
Tadashi Saito	General Manager, Sports Business Division, Broadcasting Business Group	General Manager, Sports Business Department, Content Business Division, SKY PerfectTV! Group
Tomohiro Kawakami	General Manager, Entertainment Business Division, Broadcasting Business Group	On assignment to SKY Perfect Broadcasting Corporation
Hideshi Yoshizaki	General Manager, Osaka Branch Office, Broadcasting Business Group	General Manager, Osaka Branch Office, Broadcasting Business Division, SKY PerfectTV! Group
Kakurou Eguchi	General Manager, Planning & Coordination Division, Marketing Group	Deputy General Manager, Corporate Planning & Strategy Division, Corporate Planning & Strategy Group Deputy General Manager, Corporate Planning & Strategy Division and General Manager, Corporate Management Department
Takuya Kawaguchi	General Manager, Sales Division I, Marketing Group	General Manager, Sales Department I, Marketing Division, SKY PerfectTV! Group
Yasushi Izumi	General Manager, Sales Division II, Marketing Group	General Manager, Sales Department II, Marketing Division, SKY PerfectTV! Group
Takahito Okunaga	General Manager, Logistics & Service Development Division, Marketing Group	General Manager, Logistics Service Department, Marketing Division, SKY PerfectTV! Group
Mamoru Mitani	General Manager, Customer Service Division, Marketing Group	Manager, Customer Service Department, Marketing Division, SKY PerfectTV! Group
Kuniaki Matsuoka	General Manager, IT Systems Division, Marketing Group	General Manager, IT Systems Department, Marketing Division, SKY PerfectTV! Group
Yohinori Maeda	General Manager, Planning & Coordination Division, Satellite Business Group	Acting General Manager, Corporate Planning & Strategy Department, Corporate Planning & Strategy Group
Kazuhiko Aoki	General Manager, Enterprise Business Division, Satellite Business Group	General Manager, Enterprise Business Department I, Sales Division I, Satellite Business Group

Hisayasu Karakisawa	General Manager, Media Business Division, Satellite Business Group	General Manager, Media Business Department, Sales Division II, Satellite Business Group
Mitsutoshi Akao	General Manager, Global & Mobile Business Division, Satellite Business Group	General Manager, Mobile Network Department, Sales Division II, Satellite Business Group
Setsuji Arika	General Manager, Business Development Division, Satellite Business Group	General Manager, Business Development Department, Sales Division I, Satellite Business Group
Yoshihiko Matsumoto	General Manager, Hong Kong Branch, Satellite Business Group	General Manager, Hong Kong Branch Office, Sales Division II, Satellite Business Group
Yoshitaka Shibamoto	General Manager, Planning & Coordination Division, Engineering & Operations Group	General Manager, Group Planning & Coordination Department, Engineering & Operations Group
Shigetaka Shinozuka	General Manager, Satellite Operations Division, Engineering & Operations Group	Deputy General Manager, Satellite Operations Division, Engineering & Operations Group General Manager, Satellite Operations Department Deputy General Manager, Satellite Operations Division and General Manager, Satellite Operations Department
Naomi Hiraoka	General Manager, Service Operations Division, Engineering & Operations Group	General Manager, Service Operations Department, Satellite Operations Division, Engineering & Operations Group
Mitsuru Sasanuma	General Manager, Communications Engineering Division, Engineering & Operations Group	General Manager, Communications Systems Engineering Department, Communications Engineering Division, Engineering & Operations Group
Takafumi Hayajiri	General Manager, Broadcasting & Production Engineering Division, Engineering & Operations Group	General Manager, Broadcasting & Production Engineering Department, Broadcast Engineering Division, Engineering & Operations Group
Shuichi Iida	General Manager, System Engineering Division, Engineering & Operations Group	General Manager, Platform Systems Department, Broadcast Engineering Division, Engineering & Operations Group
Kenji Inamura	General Manager, Spectrum Management Division, Engineering & Operations Group	General Manager, Spectrum Management Department, Communications engineering Division, Engineering & Operations Group

SKY Perfect JSAT Corporation Organizational Chart (as of April 1, 2009)



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