

SKY Perfect JSAT Holdings Inc.

News Release



April 1, 2009
SKY Perfect JSAT Holdings Inc.

Organizational Changes to OptiCast Operations

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), and OptiCast Inc. (Head Office: Minato-ku, Tokyo; President and CEO: Masafumi Kawanishi) today made an announcement regarding organizational changes to OptiCast operations. Details are as follows.

These organizational changes are intended to effect a merger between affiliated companies and improve the efficiency of operations. They will have a minimal effect on the consolidated results of SKY Perfect JSAT Holdings.



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OptiCast Inc.

Organizational Changes to OptiCast Operations

Intended to enhance marketing of the three flagship SKY PerfectTV!
services and expand optical fiber delivery services

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama; "SKY Perfect JSAT") and subsidiary OptiCast Inc. (Head Office: Minato-ku, Tokyo; President and CEO: Masafumi Kawanishi; "OptiCast") will make incremental changes to the group structure, with the aim of further growth for SKY PerfectTV! HIKARI, the multichannel broadcasting service employing optical fiber networks. With these organizational changes, SKY Perfect JSAT intends to commence full-scale provision of SKY Perfect TV! e2 retransmission services from April 2009, further integrate with OptiCast, improve the competitiveness of its three flagship services, including SKY PerfectTV! and SKY PerfectTV! e2, and enhance its marketing structures. In addition, by adding a new optical fiber multichannel broadcasting service, the company will further diversify the SKY PerfectTV! brand lineup.

Going forward, SKY Perfect JSAT will continue to provide optical fiber multichannel broadcasting services in cooperation with Nippon Telegraph and Telephone East Corporation (Head Office: Shinjuku-ku, Tokyo; President: Tsutomu Ebe; "NTT East") and Nippon Telegraph and Telephone West Corporation (Head Office: Osaka; President: Shinichi Otake; "NTT West").

1. Transfer of SKY PerfectTV! HIKARI Sales Functions

The SKY Perfect JSAT Group has heretofore marketed the SKY PerfectTV! HIKARI multichannel radio frequency (RF) broadcasting service through OptiCast Marketing Inc., a joint sales company established in December 2005 by telecommunication-aided broadcasting (cablecast) corporation OptiCast in collaboration with NTT East and NTT West. With the expansion of the broadband market in the telecommunications sector and the complete transition to digital broadcasting scheduled for 2011, the broadcasting media environment is undergoing rapid changes. Against this backdrop, companies are being required to further increase their competitiveness. The aim of the current organizational changes is to eventually transfer OptiCast Marketing's sales functions to SKY Perfect JSAT, and to reinforce the operational structure through integration with SKY PerfectTV! and SKY PerfectTV! e2. To this end, OptiCast Marketing will be absorbed into OptiCast.

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2. Commencement of SKY PerfectTV! e2 retransmission service

In order to enhance the competitiveness of its services, OptiCast expanded its network transmission bandwidth (70MHz-770MHz) to 2072MHz from June 2008 in the NTT East service area and from December 2008 in the NTT West service area. Following this expansion, it began providing SKY PerfectTV! HIKARI Home Type Wide, a broadband service with high-volume transmission capacity, including the FLET'S TEREBI service. In conjunction with this move, from April 2009 the company will commence full-fledged provision of SKY PerfectTV! e2 retransmission service featuring 69 channels, including 7 high-definition channels. This move will enable SKY PerfectTV! HIKARI Home Type Wide subscribers to view SKY PerfectTV! e2 broadcasts on their digital television along with digital terrestrial and BS digital broadcast services without installing an antenna. SKY Perfect JSAT will be the main operator of the SKY PerfectTV! e2 retransmission service, and will promote the service in combination with the conventional SKY PerfectTV! e2 service. Subscriber registration will be handled by the SKY PerfectTV! e2 Customer Center FLET'S TEREBI hotline (TEL: +81 0120-656-811).