

SKY Perfect JSAT Holdings Inc.

News Release



August 4, 2009
SKY Perfect JSAT Holdings Inc.

Number of Subscribers as of the end of July 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 subscribers*¹ as of the end of July 2009.

*1 Subscribers: Subscribers who concluded a pay-subscription agreement and have been actually paying subscription fees.

SKY Perfect JSAT Corporation

News Release



August 4, 2009
SKY Perfect JSAT Corporation

Number of Subscribers as of the end of July 2009

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President & Chief Executive Officer; Masanori Akiyama; “SKY Perfect JSAT”) announced the number of subscribers*¹ as of the end of July 2009.

Total	Subscribers
New Subscribers	45,617
Number of Re-registered Subscribers* ²	2,637
Churn	44,880
Monthly Churn Rate* ³	1.2%
Net Increase	3,374
Cumulative Total	3,734,597

* The “Total” column presents the sum of the cumulative totals for SKY PerfecTV!, SKY PerfecTV! e2 and Wired Broadcasting Services.

* The cumulative number of SKY PerfecTV! and SKY PerfecTV! e2 subscribers is 3,584,184.

SKY PerfecTV!	Subscribers
New Subscribers* ⁴	5,529
Number of Re-registered Subscribers * ²	1,111
Churn	31,121
Monthly Churn Rate* ³	1.2%
Net Increase	-24,481
Cumulative Total* ⁵	2,635,349
SKY PerfecTV! e2	Subscribers
New Subscribers* ⁶	36,396
Number of Re-registered Subscribers * ²	1,518
Churn	10,874
Monthly Churn Rate* ³	1.2%
Net Increase	27,040
Cumulative Total* ⁷	948,835
SKY PerfecTV! HIKARI (Multichannel Broadcasting Service) * ⁸	Subscribers
New Subscribers	3,351
Number of Re-registered Subscribers * ²	7
Churn	2,566
Monthly Churn Rate* ³	2.4%
Net Increase	792
Cumulative Total	108,691
Other Wired Broadcasting Services* ⁹	Subscribers
New Subscribers	341
Number of Re-registered Subscribers * ²	1
Churn	319
Monthly Churn Rate* ³	0.8%
Net Increase	23
Cumulative Total	41,722
Cumulative Total of Wired Broadcasting Services	150,413

*1 Subscribers: Subscribers who concluded a pay-subscription agreement and have been actually paying subscription fees.

*2 Number of Re-registered Subscribers: Number of individuals who concluded a new pay-subscription agreement within one year of cancellation and have been actually paying subscription fees.

*3 Monthly Churn Rate: The following formula is used to calculate the monthly churn rate.

Monthly Churn Rate = Churns during the current month/Total subscribers at the end of the previous month

*4/*5 The number of new subscribers for SKY PerfecTV! HD in the current month, is as follows (along with the cumulative total including the current month).

	New Subscribers	Cumulative Total
SKY PerfecTV! HD	1,831	37,392

The cumulative total includes 1,796 subscribers who switched from regular picture quality SKY PerfecTV! to SKY PerfecTV! HD during the month.

*6/*7 The number of new registrations for SKY PerfecTV! e2 retransmission services (provided by Opticast Inc. using optical fibers) in the current month is as follows (along with the cumulative total including the current month).

The cumulative number of SKY PerfecTV! e2 retransmission service subscribers is included in the number of SKY PerfecTV! e2 subscribers.

	New Subscribers	Cumulative Total
SKY PerfecTV! e2 retransmission	1,575	5,990

*8 The multichannel broadcasting service in Fukuyama City, Hiroshima Prefecture, jointly operated with Energia Communications, Inc. and the channel lease service in Achi Village, Nagano Prefecture, and Ena City, Gifu Prefecture that uses available fiber-optic network bandwidth will remain under the name of “HIKARI PerfecTV!”

*9 Other Wired Broadcasting Services: Other Wired Broadcasting Services refers to the number of multichannel broadcasting contracts using SKY Perfect JSAT’s digital broadcasting system, including cable television, but excluding SKY PerfecTV! HIKARI.

●Number of households connected to SKY PerfecTV! HIKARI (as of the end of July 2009)

	Cumulative Total
Number of households connected to SKY PerfecTV! HIKARI	464,470

The number means the number of households to which we provide the broadcasting service (retransmission or multichannel broadcasting service) to be billed at the end of the month. This number does not include the households receiving multichannel broadcasting services provided in collaboration with Energia Communications, Inc. in Fukuyama City, Hiroshima Prefecture, or the multichannel 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.