



September 2, 2009
SKY Perfect JSAT Holdings Inc.

SKY Perfect JSAT to Offer Live Broadcast of 2010 FIFA World Cup Continental Qualifying Competitions

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) today announced that it will broadcast select continental qualifying competitions of the 2010 FIFA World Cup Tournament. Details are as follows.



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SKY Perfect JSAT Corporation

Don't miss a moment as the national teams strive to qualify!

SKY PerfectTV! to offer live broadcast of

2010 FIFA World Cup continental qualifying competitions

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama) has decided to offer live broadcasts of the 2010 FIFA World Cup continental qualifying competitions, with particular focus on high-profile matches.

SKY PerfectTV! will be broadcasting all 64 matches of the 2010 FIFA World Cup South Africa™ tournament in Hi-Vision (in high definition). As the tournament opening date draws closer, we will be offering exclusive live broadcast of key qualifying matches, particularly European and South American matches so that viewers in Japan can enjoy the deciding moments that will determine which national teams go on to play.

A key attraction in the broadcast lineup are all the matches of the Portugal team, who are fighting a difficult battle led by Cristiano Ronaldo. Be sure to tune in as the powerful Portuguese team fights for a place in the tournament.

(*If Portugal is eliminated, an alternative selection of high-profile matches will be broadcast in their place)

【Broadcast Details】

Broadcast Date	Broadcast Time	Group	Home		Away	Channel	SKY PerfectTV!	SKY PerfectTV! e2	Comments
Sept. 5 (Sat.)	2:50 am	1	Denmark	vs.	Portugal	SUKACHAN	Ch. 181	Ch. 801	
Sept. 6 (Sun.)	4:50 am	5	Spain	vs.	Belgium	Fuji TV NEXT	Ch. 613 (HD) Ch. 704	Ch. 306	
						Fuji TV ONE	Ch. 614 (HD) Ch. 739	Ch. 307	
Sept. 6 (Sun.)	9:20 am	S. America	Argentina	vs.	Brazil	Fuji TV NEXT	Ch. 613 (HD) Ch. 704	Ch. 306	If Brazil wins, they will go on to the World Cup tournament
Sept. 9 (Wed.)	3:35 am	1	Hungary	vs.	Portugal	SUKACHAN	Ch. 181	Ch. 801	
Sept. 9 (Wed.)	3:40 am	8	Italy	vs.	Bulgaria	SUKACHAN	Ch. 182	CH. 802	If Italy wins, they could go on to the World Cup tournament
Sept. 9 (Wed.)	3:50 am	6	England	vs.	Croatia	Fuji TV NEXT	Ch. 613 (HD) Ch. 704	Ch. 306	If England wins, they will go on to the World Cup tournament
Sept. (Thur.)	10:45 am	5	Spain	vs.	Estonia	Fuji TV ONE	Ch. 614 (HD) Ch. 739	Ch. 307	If Spain wins, they will go on to the World Cup tournament
Sept. (Thur.)	10:50 am	S. America	Brazil	vs.	Chile	TBS Channel	Ch. 616 (HD) Ch. 363	Ch. 301	Chile may go on to the World Cup tournament
Oct. 10 (Sat.)	TBA	1	Portugal	vs.	Hungary	SUKACHAN	Ch. 180-186	Ch. 801-804	Hungary may have a chance to play in the World Cup tournament
Oct. 10 (Sat.)	TBA	8	Ireland	vs.	Italy	SUKACHAN	Ch. 180-186	Ch. 801-804	
Oct. 10 (Sat.)	TBA	4	Russia	vs.	Germany	Fuji TV NEXT	Ch. 613 (HD) Ch. 704	Ch. 306	Germany and Russia could both go on to the World Cup tournament
Oct. 11 (Sun.)	TBA	S. America	Bolivia	vs.	Brazil	Fuji TV ONE	Ch. 614 (HD) Ch. 739	Ch. 307	
Oct. 14 (Wed.)	TBA	1	Portugal	vs.	Malta	SUKACHAN	Ch. 180-186	Ch. 801-804	
Oct. 14 (Wed.)	TBA	4	Germany	vs.	Finland	Fuji TV NEXT	Ch. 613 (HD) Ch. 704	Ch. 306	
Oct. 14 (Wed.)	TBA	6	England	vs.	Belarus	Fuji TV ONE	Ch. 614 (HD) Ch. 739	Ch. 307	
Oct. 14 (Wed.)	TBA	S. America	Uruguay	vs.	Argentina	Fuji TV NEXT	Ch. 613 (HD) Ch. 704	Ch. 306	
Oct. 15 (Thur.)	TBA	S. America	Brazil	vs.	Venezuela	TBS Channel	Ch. 616 (HD) Ch. 363	Ch. 301	