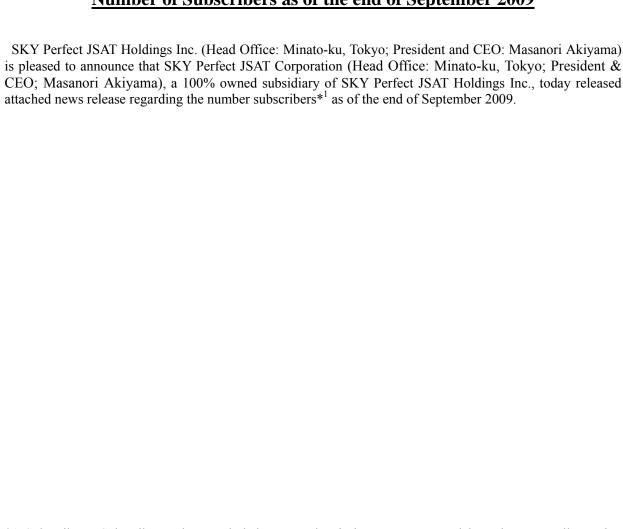
SKY Perfect JSAT Holdings Inc.

News Release



October 2, 2009 SKY Perfect JSAT Holdings Inc.

Number of Subscribers as of the end of September 2009



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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 September 2009.

Total	Subscribers
New Subscribers	46,446
Number of Re-registered Subscribers* ²	2,964
Churn	46,666
Monthly Churn Rate* ³	1.2%
Net Increase	2,744
Cumulative Total	3,743,270

^{*} 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 3,592,083.

SKY PerfecTV!	Subscribers	
New Subscribers* ⁴	5,920	
Number of Re-registered Subscribers *2	1,108	
Churn	29,803	
Monthly Churn Rate*3	1.1%	
Net Increase	-22,775	
Cumulative Total*5	2,590,106	
SKY PerfecTV! e2	Subscribers	
New Subscribers* ⁶	37,804	
Number of Re-registered Subscribers *2	1,838	
Churn	14,269	
Monthly Churn Rate*3	1.5%	
Net Increase	25,373	
Cumulative Total* ⁷	1,001,977	
SKY PerfecTV! HIKARI (Multichannel Broadcasting Service) *8	Subscribers	
New Subscribers	2,249	
Number of Re-registered Subscribers *2	14	
Churn	2,202	
Monthly Churn Rate* ³	2.0%	
Net Increase	61	
Cumulative Total	109,361	
Other Wired Broadcasting Services*9	Subscribers	
New Subscribers	473	
Number of Re-registered Subscribers *2	4	
Churn	392	
Monthly Churn Rate*3	0.9%	
Net Increase	85	
Cumulative Total	41,826	
Cumulative Total of Wired Broadcasting Services	151,187	

- *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	2,387	47,242

The cumulative total includes 3,856 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	3,546	14,276

- *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 September 2009)

	Cumulative Total
Number of households connected to SKY PerfecTV!	
HIKARI	506,168

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.