SKY Perfect JSAT Holdings Inc.

News Release



October 27, 2009 SKY Perfect JSAT Holdings Inc.

Revision of Consolidated Business Forecast

In consideration of recent earnings trends, SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama) has revised consolidate business forecast for the Second Cumulative Quarter of the Fiscal Year Ending March 31, 2010 (April 1, 2009 through September 30, 2009) originally announced on May 13, 2009 as follows.

1. Revision of Consolidated Business Forecast for the Second Cumulative Quarter of the Fiscal Year Ending March 31, 2010

(April 1, 2009 - September 30, 2009)

(¥ millions)

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	Revenues	Operating Income	Ordinary Income	Quarter Net Income	Quarter Net Income per Share
	¥ millions	¥ millions	¥ millions	¥ millions	Yen
Previous Forecast (A)	69,000	6,100	5,600	2,400	713.11
Revised Forecast (B)	69,500	8,200	7,400	2,900	861.68
Difference (B-A)	500	2,100	1,800	500	148.57
Difference (%)	0.7%	34.4%	32.1%	20.8%	20.8%
Results of 1-2Q/FY2008	69,409	8,196	7,388	309	89.43

2. Reasons for the Revision

According to the trend of recent business condition, the Company has revised a consolidated revenues from \(\) \(

In contrast the Company has revised forecast of consolidated operating income and consolidated ordinary income for the second quarter upward by $\S2.1$ billion, $\S1.8$ billion and $\S0.5$ billion each to $\S8.2$ billion, $\S7.4$ billion and $\S2.9$ billion, respectively. This is due largely to the effective use of operating expenses including subscriber acquisition costs.

No changes have been made with respect to the consolidated business forecast of the full year and dividend forecast announced previously.

^{*}The projections above were based on the best information available at the time, and may include elements of uncertainty. Actual results may vary due to changing circumstances.