

SKY Perfect JSAT Holdings Inc.

News Release



SKY Perfect JSAT
Holdings Inc.

November 4, 2009
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Number of Subscribers as of the end of October 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 October 2009.



Number of Subscribers as of the end of October 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 October 2009.

Total	Subscribers
New Subscribers	38,077
Number of Re-registered Subscribers* ²	2,681
Churn	56,676
Monthly Churn Rate* ³	1.5%
Net Increase	-15,918
Cumulative Total	3,727,352

* 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 3,575,782.

SKY PerfecTV!	Subscribers
New Subscribers* ⁴	7,057
Number of Re-registered Subscribers * ²	1,054
Churn	30,999
Monthly Churn Rate* ³	1.2%
Net Increase	-22,888
Cumulative Total* ⁵	2,567,218
SKY PerfecTV! e2	Subscribers
New Subscribers* ⁶	28,139
Number of Re-registered Subscribers * ²	1,621
Churn	23,173
Monthly Churn Rate* ³	2.3%
Net Increase	6,587
Cumulative Total* ⁷	1,008,564
SKY PerfecTV! HIKARI (Multichannel Broadcasting Service) * ⁸	Subscribers
New Subscribers	2,528
Number of Re-registered Subscribers * ²	5
Churn	2,126
Monthly Churn Rate* ³	1.9%
Net Increase	407
Cumulative Total	109,768
Other Wired Broadcasting Services* ⁹	Subscribers
New Subscribers	353
Number of Re-registered Subscribers * ²	1
Churn	378
Monthly Churn Rate* ³	0.9%
Net Increase	-24
Cumulative Total	41,802
Cumulative Total of Wired Broadcasting Services	151,570

*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	4,033	59,303

The cumulative total includes 8,341 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	1,593	15,161

*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 October 2009)

	Cumulative Total
Number of households connected to SKY PerfecTV! HIKARI	528,913

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.