

SKY Perfect JSAT Holdings Inc.

News Release



SKY Perfect JSAT
Holdings Inc.

November 6, 2009

SKY Perfect JSAT Holdings Inc.

Further Expansion of SKY PerfectTV! HD Channel Lineup Service Set to Offer Over 85 Channels by December 31, 2010

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama; "SKY Perfect JSAT"), a wholly owned subsidiary of SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama), today announced further expansion of the SKY PerfectTV! HD high-definition channel lineup, as detailed in the attached release.



November 6, 2009

SKY Perfect JSAT Corporation

Further Expansion of SKY PerfecTV! HD Channel Lineup Service Set to Offer Over 85 Channels by December 31, 2010

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama; "SKY Perfect JSAT") has decided to commence high-definition broadcasting of 15 new channels by the end of December 2010 as part of the SKY PerfecTV! HD multi-channel high-definition service.

The SKY PerfecTV! HD service, already scheduled to be broadcasting over 70 channels in high definition by spring 2010, will expand its lineup to more than 85 channels by the end of 2010 (see attachment for details).

SKY Perfect JSAT aims to have a lineup of 100 high-definition channels by 2012, one of the largest in Japan. Going forward, the Company will continue to provide quality high-definition content from Japan and other countries in a wealth of genres and offer subscribers the ultimate television-viewing experience.

※ Currently, 58 high-definition channels are being broadcast. The number will increase to more than 70 by spring 2010 (as of November 2009).

The new channels that will be added to the lineup and the broadcast launch schedule for 2010 are shown as follows.

Movie		Entertainment	
STAR CHANNEL Plus	December	Digital WOWOW	June
		Disney Channel	December
Sports		Japanese Drama and Variety	
Golf Network	To be determined	Ent! 371	June
Music		Adult	
Popular Music Channe	June	MIDNIGHT BLUE HD	June
Foreign Drama		PARADISE TV HD	June
KN Television	June	Blue CHERRY	June
Mnet	June	DYNAMITE TV	June
News		PLAYBOY Channel	October
CNN	December	RAINBOW CHANNEL	June

- ※ Official SKY PerfecTV! HD channels names will be decided at a later date.
- ※ Please note that the broadcast launch schedule is subject to change.
- ※ Digital WOWOW will be provided in a multi-channel format via three channels, according to broadcast timeslot.
- ※ With MIDNIGHT BLUE HD and PARADISE TV HD, the current channels will be converted to a 24-hour broadcasting format.

New Channel Lineup for SKY PerfecTV!HD (Including channels scheduled for launch)

Sports <ul style="list-style-type: none">•GAORA HD•J sports1 (High-Vision)*•J sports 2 (High-Vision)*•J sports Plus (High-Vision)•J sports ESPN (High-Vision)•sky•A sports+HD•ntvG+HD*•<u>GolfNetwork</u>	Movie <ul style="list-style-type: none">•STAR CHANNEL HV•STAR CHANNEL HV Classic HV•EISEIGEKIJO HD•TOEI CHANNEL HD•Cinefil Imagica HD•THE CINEMA HD•Movie Plus HD•channel NECO-HD•JAPANESE MOVIE Ch. HD•<u>STAR CHANNEL Plus</u>	Leisure <ul style="list-style-type: none">•TABI (Travel) Channel HD•FISHING Vision HD
Entertainment <ul style="list-style-type: none">•FUJITV NEXT HD•FUJITV ONE HD•FUJITV TWO HD•TBS Channel HD•tv asahi channel HD•CS GyaO HD•<u>Digital WOWOW</u>•<u>Disney Channel</u>	Animation <ul style="list-style-type: none">•Anime Theater(AT-X) HD!•Cartoon Network (HD)•KIDS STATION HD•ANIMAX HD	Races <ul style="list-style-type: none">•GREEN CHANNEL HD•GREEN CHANNEL2 HD
Music <ul style="list-style-type: none">•Music Japan TV HD•MTV HD•MUSIC ON! TV HD•SPACE SHOWER TV HD•Music Video/VMC HD•<u>Popular Music Channel</u>	Japanese Drama and Variety <ul style="list-style-type: none">•MONDO21 HD•FAMILY GEKIJO HD•HOME DRAMA CHANNEL HD•SAMURAI DRAMA CHANNEL HD•<u>Ent! 371</u>	PPV (Pay Per View) <ul style="list-style-type: none">•Sukachan HD 190, 191, 192•Perfect Choice HD138•Sukachan HD and approx. 10 channels *
Documentary <ul style="list-style-type: none">•THE HISTORY CHANNEL™ HD•NATIONAL GEOGRAPHIC CHANNEL HD•Discovery Channel HD	Foreign Drama <ul style="list-style-type: none">•Super! drama TV HD•SCI FI HD•AXN Mystery HD•AXN HD•FOX HD•FOXCRIME HD•FOXlife HD•LaLa HD•ASIA Dramatic TV ★ HD•KBS World HD•<u>KN Television</u>•<u>Mnet</u>	Adult <ul style="list-style-type: none">•ADULT HD RED *•ADULT HD BLUE•MIDNIGHT BLUE HD•PARADISE TV HD•<u>MIDNIGHT BLUE HD</u>•<u>PARADISE TV HD</u>•<u>Blue CHERRY</u>•<u>DYNAMITE TV</u>•<u>PLAYBOY Channel</u>•<u>RAINBOW CHANNEL</u>
News <ul style="list-style-type: none">•TBS NEWS BIRD HD•<u>CNN</u>		

Notes: Channels marked with an asterisk (*) are scheduled for launch in March 2010. The underlined channels are additional new channels now approved for launch in 2010 (official names have yet to be determined). With MIDNIGHT BLUE HD and PARADISE TV HD, the channels currently on air will be converted to a 24-hour broadcasting format.

(as of November 2009)