



December 15, 2009  
SKY Perfect JSAT Holdings Inc.

### Organizational Changes and Employee Reassignments

SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama), wholly-owned subsidiary SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama) and SKY Perfect Entertainment Corporation (Head Office: Minato-ku, Tokyo; President and CEO: Hideaki Kido) have announced the following organizational changes and employee reassignments, to be effective January 1, 2010.

SKY Perfect Mobile Inc. (Head Office: Minato-ku, Tokyo; President and CEO: Shuhei Yamaura), a wholly owned subsidiary of SKY Perfect JSAT Corporation has also announced its own employee reassignments, to take place concurrently with the announcement noted above.

\*Only SKY Perfect JSAT Corporation will be making organizational changes.

#### Details

#### 1. SKY Perfect JSAT Holdings Inc.

##### 1) Employee Reassignments

(effective January 1, 2010)

Name	New Assignment	Prior Assignment
Katsunori Suzuki	General Manager, Internal Audit Division	Manager, Internal Control Promotion Division
Hideto Usa	General Manager, Human Resources Division	General Manager, Corporate Communications & Investor Relations Division
Hiroshi Kataoka	General Manager, Corporate Communications & Investor Relations Division	Deputy General Manager, Marketing Group and General Manager, Advertising & Promotion Division SKY Perfect JSAT Corporation
Eiichi Hosokawa	General Manager, General Affairs Division	General Manager, Legal & Credit Division
Tomonari Niimoto	General Manager, Legal & Credit Division	Assistant General Manager, Corporate Communications & Investor Relations Division
Takehito Akiyama	Manager, Internal Control Promotion Division	General Manager, General Affairs Division

## 2. SKY Perfect JSAT Corporation

### 1) Organizational Changes

Changes are as follows:

- Establishment of Space Business Development Division

SKY Perfect JSAT Corporation will establish a new specialized organization within the Satellite Business Group responsible for promoting businesses related to the Basic Space Plan developed in response to the establishment of the Basic Law on Space as well as other space-related businesses.

- Division of the Business Promotion Division into the HD Business Promotion Division and Platform Planning Division

The company will create a more specialized organization structure to respond to the growth of SKY PerfectTV! and SKY PerfectTV! e2 services in the Multichannel Pay TV Business.

Among the main functions of the Business Promotion Division, the Platform Planning Division will be responsible for planning/business promotion related to SKY PerfectTV! e2 services (including new BS services). The HD Business Promotion Division will take over other planning/promotion for the Multi-Channel Pay TV Business (including SKY PerfectTV! HD services).

- Discontinuation of the Group Planning & Strategy Office

Functions performed by the Group Planning & Strategy Office will now be consolidated in with the Corporate Planning Division.

### 2) Corporate Officers

<Directors>

(effective January 1, 2010)

Name	New Assignment	Prior Assignment
Yutaka Nagai	Director, Executive Vice President General Manager, Corporate Planning & Strategy Group	Director, Executive Vice President General Manager, Corporate Planning & Strategy Group and General Manager, Group Planning & Strategy Office

### 3) Employee Reassignments

(effective January 1, 2010)

Name	New Assignment	Prior Assignment
Katsunori Suzuki	General Manager, Internal Audit Division	Manager, Internal Control Promotion Division, Corporate Planning & Strategy Group
Satoshi Ishiyama	Deputy General Manager, Corporate Planning & Strategy Group	Assistant Manager, Group Planning & Strategy Office, Corporate Planning & Strategy Group
Tatsuhiko Naito	Deputy General Manager, Corporate Planning & Strategy Group	Assistant General Manager, Group Planning & Strategy Office, Corporate Planning & Strategy Group
Takehito Akiyama	Manager, Internal Control Promotion Division, Corporate Planning & Strategy Group	General Manager, General Affairs Division, Corporate Services Group
Hideto Usa	General Manager, Human Resources Division, Corporate Planning & Strategy Group	General Manager, Corporate Communications & Investor Relations Division, Corporate Planning & Strategy Group
Hiroshi Kataoka	General Manager, Corporate Communications & Investor Relations Division, Corporate Planning & Strategy Group	Deputy General Manager and General Manager, Advertising & Promotion Division, Marketing Group
Eiichi Hosokawa	General Manager, General Affairs Division, Corporate Services Group	General Manager, Legal & Credit Division, Corporate Services Group

Tomonari Niimoto	General Manager, Legal & Credit Division, Corporate Services Group	Deputy General Manager, Corporate Communications & Investor Relations Division, Corporate Planning & Strategy Group
Eisuke Ito	Deputy General Manager and General Manager, HD Business Promotion Division, Broadcasting Business Group	Deputy General Manager, Broadcasting Business Group
Takayuki Doi	Deputy General Manager and General Manager, Platform Planning Division, Broadcasting Business Group	Deputy General Manager, Broadcasting Business Group
Masato Ogawa	General Manager, Broadcasting Business Division, Broadcasting Business Group	General Manager, Human Resources Division, Corporate Planning & Strategy Group
Masaharu Yoshizawa	General Manager, Advertising & Promotion Division, Marketing Group	General Manager, Broadcasting Business Division, Broadcasting Business Group
Hidenori Nunomura	General Manager, Sales Division II, Marketing Group	Temporary assignment from Data Network Center Corporation
Kazuhiko Aoki	Executive Manager, Satellite Business Group	General Manager, Enterprise Business Division, Satellite Business Group
Yoshinori Maeda	General Manager, Space Business Development Division, Satellite Business Group	Executive Manager, Satellite Business Group
Takayoshi Matsumoto	General Manager, Enterprise Business Division, Satellite Business Group	Deputy General Manager, Enterprise Business Division, Satellite Business Group and Assistant General Manager, Group Planning & Strategy Office Corporate Planning & Strategy Group
Mamoru Takai	General Manager, Media Business Division, Satellite Business Group	Deputy General Manager, Advertising & Promotion Division, Marketing Group

### 3. SKY Perfect Entertainment Corporation

#### 1) Corporate Officers <Directors>

Name	New Assignment	Prior Assignment	Date of Appointment
Yasuhiko Aramaki	Retirement	Director, Vice President	December 31, 2009
Takayuki Doi	Director, Vice President	—	January 1, 2010 *1

(\*1: Board of directors elected with new director during general shareholders' meeting held on December 15, 2009)

#### 4. SKY Perfect Mobile Inc.

1) Corporate Officers  
<Directors>

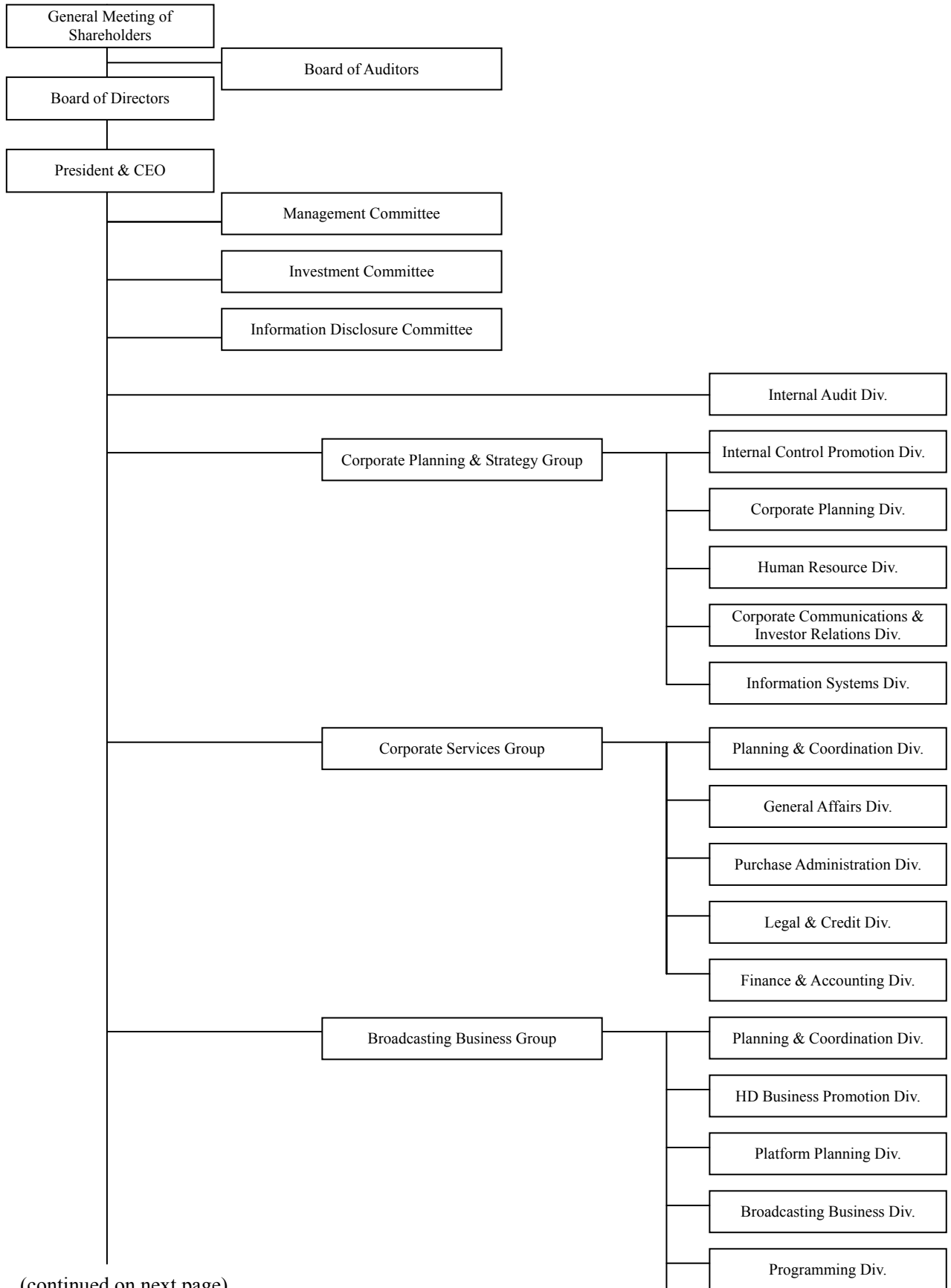
Name	New Assignment	Prior Assignment	Date of Appointment
Mamoru Takai	Retirement	Director	December 31, 2009
Itaru Kotegawa	Director	—	January 1, 2010 *2

(\*2: Elected in a general shareholders' meeting held on December 14, 2009)

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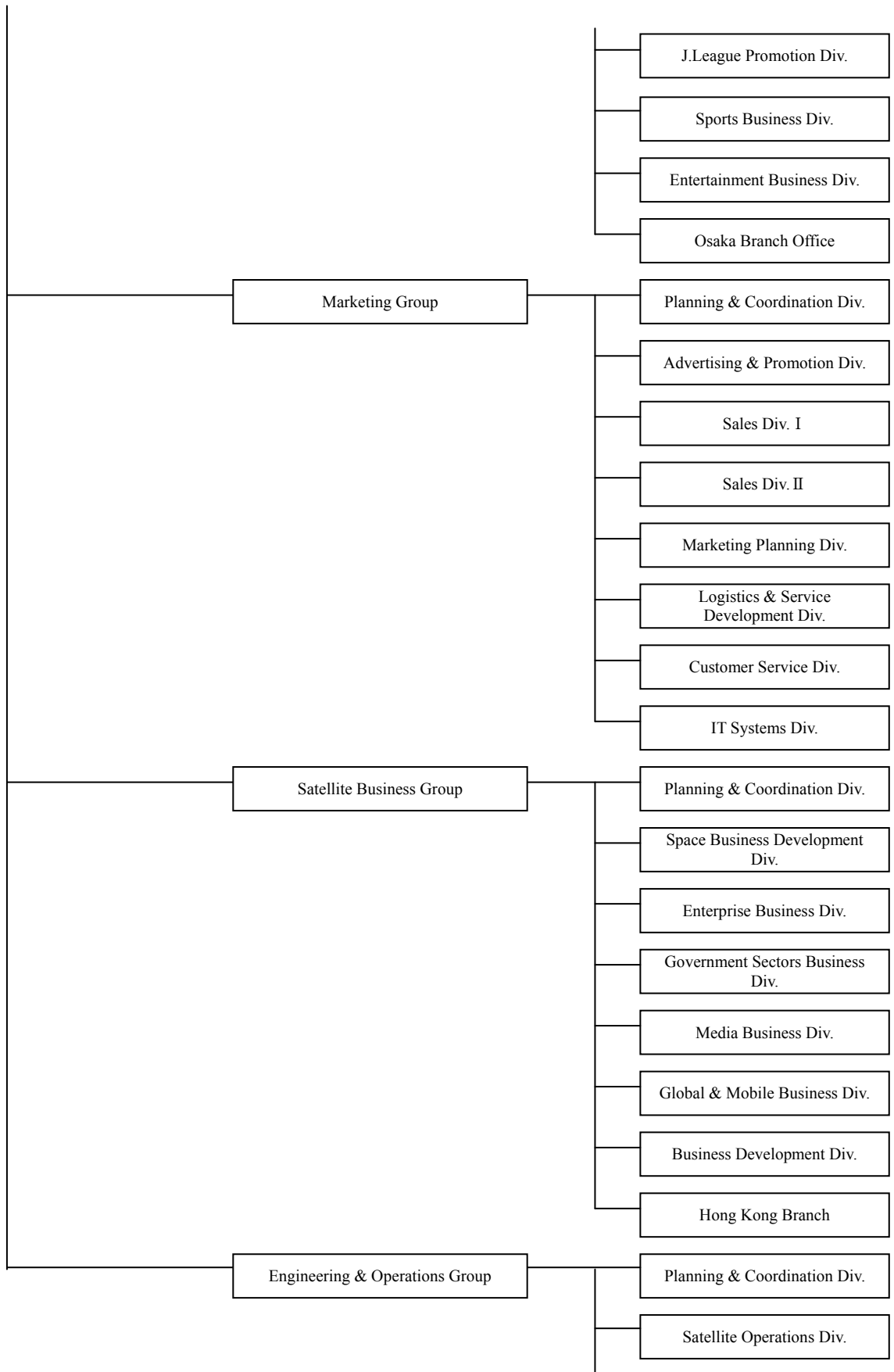
(Attachment: Reference)

<SKY Perfect JSAT Corporation Organization Chart (effective January 1, 2010)>



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