



January 12, 2010
SKY Perfect JSAT Holdings Inc.

Revision of Consolidated Earnings Forecasts

In consideration of recent earnings trends, SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama) has revised its consolidated earnings forecast for the cumulative fiscal year ending March 2010 (April 1, 2009 to March 31, 2010), originally announced on May 13, 2009.

Details

1. Revision of Consolidated Earnings Forecasts for the Cumulative Fiscal Year Ending March 2010. (April 1, 2009 to March 31, 2010)

| | Revenues | Operating Income | Ordinary Income | Net Income | Net Income per Share |
|--|------------|------------------|-----------------|------------|----------------------|
| | ¥ millions | ¥ millions | ¥ millions | ¥ millions | ¥ |
| Previous Forecast (A) | 140,000 | 10,000 | 9,000 | 4,200 | 1,247.95 |
| Revised Forecast (B) | 140,000 | 12,000 | 10,000 | 8,000 | 2,377.05 |
| Difference (B-A) | 0 | 2,000 | 1,000 | 3,800 | — |
| Difference (%) | 0% | 20.0% | 11.1% | 90.5% | — |
| (Reference) Prior Period Earnings (FYE March 2009) | 145,412 | 16,888 | 15,300 | 4,047 | 1,190.35 |

2. Reasons for the Revisions

During the period in question, the number of subscribers to the SKY PerfecTV! e2, a service with low subscriber acquisition costs, exceeded management expectations. At the same time, cost-cutting initiatives have begun to take hold within the organization. Due to these factors, Company management has adjusted its forecast of Operating Income and Ordinary Income to ¥12.0 billion and ¥10.0 billion, respectively (respective upward adjustments of ¥2.0 billion and ¥1.0 billion).

In addition, a gain on the transfer of Cable Television Adachi Corp. stock, announced on December 15, 2009, a gain on the redemption of investment securities, and a gain on the sale of the satellite no longer in service have resulted in an upward adjustment to Net Income forecasts in the amount of ¥3.8 billion. The new forecast for Net Income is now ¥8.0 billion.

Dividends projections remain unchanged from those of Company management's original forecast.

* The earnings forecasts above are projections based on information available at the time, and may include uncertain factors. Actual earnings may differ from forecasts due to changing circumstances.

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