



January 27, 2010

SKY Perfect JSAT Holdings Inc.

**SKY PerfectTV! to Launch 3D Broadcasting  
Making SKY PerfectTV! HD Services More Appealing Than Ever**

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; "SKY Perfect JSAT Holdings"), today announced the launch of 3D broadcasting by SKY PerfectTV!, as detailed in the following attachment.



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SKY Perfect JSAT Corporation

**SKY PerfecTV! to Launch 3D Broadcasting  
Making SKY PerfecTV! HD Services More Appealing Than Ever**

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama) has decided to begin offering 3D broadcasting on its SKY Perfect TV! HD service from the summer of 2010.

There has been an increase in developments targeting growth in the 3D market, including the release of live-action 3D Hollywood films and the announcement in early 2010 by Japanese home electronics manufacturers that they will begin selling 3D televisions in summer 2010. 2010 has been dubbed the "inaugural year of 3D TV," and is seen as the biggest revolution in television since the introduction of color. Overseas, a number of television stations in Europe and the United States have announced that they will launch channels dedicated to 3D programming, providing further evidence of the rapid changes taking place in the 3D environment, including in the broadcasting industry.

SKY Perfect JSAT believes that SKY PerfecTV!, which is already calibrated to meet the increasingly diverse individual viewer preferences, is the ideal service for conveying the appeal of 3D video. Since 2009, the Company has been moving ahead with trial recording and testing of content. Trial recordings have been focused on sports content, which offer great potential for live coverage, with testing conducted on selection of content that will convey the excitement and fun of 3D and methods of filming that will achieve highly realistic video. The Company will accelerate its efforts in these areas ahead of the launch of broadcasting services this summer.

The new 3D broadcasts will be launched under the SKY PerfecTV! HD high-definition multi-channel broadcasting service. SKY PerfecTV! HD currently offers 58 high-definition channels, which SKY Perfect JSAT seeks to increase to over 85 channels by the end of 2010 and to 100 channels in 2012. 3D broadcasts on SKY PerfecTV! HD will begin with two or three programs in the first month, with plans to expand content steadily thereafter in collaboration with various broadcasters. The launch of the new 3D broadcasts will not only help grow the number of high-definition channels available through SKY Perfect TV! HD, but also boost the overall attractiveness and value of the service through the addition of 3D broadcasting, a highly specialized service.

Going forward, SKY Perfect JSAT will work to build collaborative relationships with electronics manufacturers, and create a new 3D television viewing experience, offering the wide selection of content that viewers have come to expect in 3D format as Japan's leading 3D broadcasting services provider.