

SKY Perfect JSAT Holdings Inc.

News Release



SKY Perfect JSAT
Holdings Inc.

March 2, 2010

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Number of Subscribers as of the end of February 2010

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 February 2010.



Number of Subscribers as of the end of February 2010

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 February 2010.

On February 26, SKY Perfect JSAT completed the transfer of all stock in Cable Television Adachi Corp., subscription figures to which were previously released under the category "Other Wired Broadcasting Services." As a result, the Cable Television Adachi Corp. figures are not longer included in this report. (As of the end of January 2010, the number of Cable Television Adachi Corp. subscribers stood at 41,611.) The transfer of the stock of Cable Television Adachi Corp. was previously announced in the press release "Transfer of Consolidated Subsidiary Stock," dated December 15, 2009.

(The English-language version of the press release can be viewed at:

http://www.sptvjsat.com/images/en/news_release/1198/091215_ctaEN.pdf)

Total	Subscribers
New Subscribers	37,388
Number of Re-registered Subscribers ^{*1}	4,817
Churn	44,264
Monthly Churn Rate ^{*3}	1.2%
Net Increase	-2,059
Cumulative Total	3,664,750

* 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 3,558,445.

SKY PerfecTV!	Subscribers
New Subscribers ^{*4}	6,294
Number of Re-registered Subscribers ^{*2}	1,246
Churn	29,175
Monthly Churn Rate ^{*3}	1.2%
Net Increase	-21,635
Cumulative Total ^{*5}	2,478,279
SKY PerfecTV! e2	Subscribers
New Subscribers ^{*6}	29,810
Number of Re-registered Subscribers ^{*2}	3,513
Churn	13,322
Monthly Churn Rate ^{*3}	1.3%
Net Increase	20,001
Cumulative Total ^{*7}	1,080,166

SKY PerfecTV! HIKARI*8 (Multichannel Broadcasting Service)	Subscribers
New Subscribers	1,284
Number of Re-registered Subscribers*2	58
Churn	1,767
Monthly Churn Rate*3	1.7%
Net Increase	-425
Cumulative Total	106,305

*1 Subscribers: Number of 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	3,617	109,058

The cumulative total includes 10,547 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	2,991	24,031

*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!.

●Number of households connected to SKY PerfecTV! HIKARI (as of the end of February 2010)

	Cumulative Total
Number of households connected to SKY PerfecTV! HIKARI	607,826

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 available bandwidth in the optical fiber network possessed by Cable City Yokohama, Achi Village in Nagano Prefecture, Ena City in Gifu Prefecture and others.