

SKY Perfect JSAT Holdings Inc.

News Release



SKY Perfect JSAT
Holdings Inc.

March 3, 2010

SKY Perfect JSAT Holdings Inc.

Notice of Change in Executive Officers

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 changes in Executive Officers, as detailed in the following attachment.

March 3, 2010

SKY Perfect JSAT Corporation

Notice of Change in Executive Officers

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President & CEO: Masanori Akiyama) today announced personnel changes effective from April 1, 2010. Details are as follows.

1. New Executive Officers

(Effective April 1, 2010)

Name	New Post	Former Post
Satoshi Ishiyama	Executive Officer Deputy Group President, Satellite Business Group	Vice Group President, Corporate Planning & Strategy Group
Kakurou Eguchi	Executive Officer Deputy Group President, Marketing Group (concurrently, General Manager, Planning & Coordination Division, Marketing Group)	General Manager, Planning & Coordination Division, Marketing Group
Yuichi Hayasaka	Executive Officer Deputy Group President, Corporate Services Group (concurrently, General Manager, Purchase Administration Division, Corporate Services Group)	General Manager, Purchase Administration Division, Corporate Services Group

2. Changes in Executive Officers' Posts

(Effective April 1, 2010)

Name	New Post	Former Post
Hiroo Sumitomo	Managing Executive Officer Deputy Group President, Broadcasting Business Group	Managing Executive Officer Deputy Group President, Marketing Group
Shuhei Yamaura	Executive Officer Deputy Group President, Engineering & Operations Group	Executive Officer Deputy Group President, Marketing Group