



Number of Subscribers as of the end of March 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 March 2010.



Number of Subscribers as of the end of March 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 March 2010.

Total	Subscribers
New Subscribers	57,009
Number of Re-registered Subscribers ^{*2}	20,068
Churn	54,128
Monthly Churn Rate ^{*3}	1.5%
Net Increase	22,949
Cumulative Total	3,687,699

* The "Total" column presents the sum of the cumulative totals for SKY PerfectTV!, SKY PerfectTV! e2 and Wired Broadcasting Services.

* The cumulative number of SKY PerfectTV! and SKY PerfectTV! e2 subscribers is 3,581,572.

SKY PerfectTV!	Subscribers
New Subscribers ^{*4}	9,086
Number of Re-registered Subscribers ^{*2}	4,387
Churn	35,986
Monthly Churn Rate ^{*3}	1.5%
Net Increase	-22,513
Cumulative Total ^{*5}	2,455,766
SKY PerfectTV! e2	Subscribers
New Subscribers ^{*6}	46,209
Number of Re-registered Subscribers ^{*2}	15,661
Churn	16,230
Monthly Churn Rate ^{*3}	1.5%
Net Increase	45,640
Cumulative Total ^{*7}	1,125,806
SKY PerfectTV! HIKARI ^{*8} (Multichannel Broadcasting Service)	Subscribers
New Subscribers	1,714
Number of Re-registered Subscribers ^{*2}	20
Churn	1,912
Monthly Churn Rate ^{*3}	1.8%
Net Increase	-178
Cumulative Total	106,127

*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	5,668	148,843

The cumulative total includes 34,794 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	4,041	28,014

*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 March 2010)

	Cumulative Total
Number of households connected to SKY PerfecTV! HIKARI	639,652

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.