



April 28, 2010  
SKY Perfect JSAT Holdings Inc.

### **Notice Regarding Revision of Consolidated Earnings Forecast**

SKY Perfect JSAT Holdings Inc. (headquartered in Minato-ku, Tokyo; president and CEO: Masanori Akiyama) has revised the consolidated earnings forecast for the cumulative fiscal year ended March 2010 (April 1, 2009 to March 31, 2010) released on January 12, 2010, considering the recent earnings trend, etc.

#### **1. Revision of Consolidated Earnings Forecast for the Cumulative Fiscal Year Ended 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	12,000	10,000	8,000	2,377.05
Revised Forecast (B)	141,000	15,000	13,400	14,200	4,219.26
Difference (B - A)	1,000	3,000	3,400	6,200	—
Difference (%)	0.7%	25.0%	34.0%	77.5%	—
Reference: Actual Results for the Previous Term (for the year ended March 2009)	145,412	16,888	15,300	4,047	1,190.35

#### **2. Reason for the Revision**

Considering the current earnings trend and others, we have changed the forecast of revenues from ¥140.0 billion to ¥141.0 billion.

As for income, we have revised upward the estimates of operating and ordinary income by ¥3.0 billion and ¥3.4 billion to ¥15.0 billion and ¥13.4 billion, respectively, because the number of subscribers to SKY PerfectTV! e2, service with low subscriber acquisition cost, increased than expected; the HD sales promotion cost was lower than expected; and cost reduction was promoted. In addition to the above factors, we have adjusted upward the forecast of net income by ¥6.2 billion to ¥14.2 billion, because of the tax effect as the collection period of the deferred tax assets was prolonged.

Dividend forecasts remain unchanged from the previous announcement.

- \* The above earnings forecast are based on currently available information. The actual earnings may differ from the forecast.