

SKY Perfect JSAT Holdings Inc.

News Release



SKY Perfect JSAT
Holdings Inc.

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SKY Perfect JSAT Holdings Inc.

SKY PerfecTV! HD Lineup Expanded to 83 Channels 11 New Channels to be Added Starting in June 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 “SKY PerfecTV! HD Lineup Expanded to 83 Channels. 11 New Channels to be Added Starting in June 2010.”



**SKY PerfecTV! HD Lineup Expanded to 83 Channels
11 New Channels to be Added Starting in June 2010**

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama; hereafter "SKY Perfect JSAT") will add 11 new channels to the lineup for its "SKY PerfecTV! HD" multi-channel high-definition broadcasting service.

Following the addition, SKY PerfecTV! HD will offer a total of 83 channels, ranging from 10 popular premium channels to a 3D (Three-Dimensional Television) channel that will begin broadcasting for the 2010 FIFA World Cup. SKY Perfect JSAT will increase to number of channels available through the service to over 85 by December 31, 2010. (See attachment)

SKY Perfect JSAT aims to have a lineup of 100 high-definition channels by 2012, one of the largest in Japan. Going forward, the Company will continue to provide quality high-definition content from Japan and other countries in a wealth of genres and offer subscribers the ultimate television-viewing experience.

The new channels that will be added to the lineup and the broadcast launch schedule for 2010 are shown as follows.

<p>Sports</p> <ul style="list-style-type: none"> • Ch. 601 GOLF NETWORK HD <p>Music</p> <ul style="list-style-type: none"> • Ch. 644 Kayopops Channel HD <p>Foreign Drama</p> <ul style="list-style-type: none"> • Ch.658 Mnet HD <p>Entertainment</p> <ul style="list-style-type: none"> • Ch. 621 Digital WOWOW1 • Ch. 622 Digital WOWOW2 • Ch. 623 Digital WOWOW3 	<p>Japanese Drama and Variety</p> <ul style="list-style-type: none"> • Ch. 663 PigooHD <p>Adult</p> <ul style="list-style-type: none"> • Ch. 942 Dynamite TV HD • Ch. 944 RAINBOW CHANNEL HD • Ch. 947 Cherry Bomb HD <p>PPV (Pay Per View)</p> <ul style="list-style-type: none"> • Ch. 169 Sukachan 3D169 (3D channel) <p>Channels to be Launched by December 31, 2010</p> <ul style="list-style-type: none"> • KN Television HD • STAR CHANNEL Plus HV (tentative channel name) • Disney Channel HD (tentative channel name) • CNN HD (tentative channel name) • PLAYBOY Channel HD (tentative channel name)
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※ Please note that the broadcast launch schedule is subject to change.

※ Digital WOWOW will be provided in a multi-channel format via three channels.

※ PigooHD is the high-definition channel of ent!371. However, programming may vary between the two channels.

※ By December 31, 2010, SKY PerfecTV! HD will offer a total of 88 high-definition channels. (As of June 2010)

New Channel Lineup for SKY PerfecTV! HD in 2010

Sports <ul style="list-style-type: none">• GOLF NETWORK HD• GAORA HD• J sports 1 (High-Vision)• J sports 2 (High-Vision)• J sports Plus (High-Vision)• J sports ESPN (High-Vision)• sky•A sports+ HD• ntvG+ HD	Movie <ul style="list-style-type: none">• STAR CHANNEL HV• STAR CHANNEL CLASSIC HV• STAR CHANNEL PLUS HV*• EISEIGEKIJO HD• TOEI CHANNEL HD• Cinefil Imagica HD• THE CINEMA HD• Movie Plus HD• CHANNEL NECO HD• JAPANESE MOVIE CHANNEL HD	Leisure <ul style="list-style-type: none">• TABI CHANNEL HD• Tsuru Vision HD
Entertainment <ul style="list-style-type: none">• FUJITV NEXT (HD)• FUJITV ONE (HD)• FUJITV TWO (HD)• TBS Channel HD• tv asahi channel HD• Entermeitele HD• Digital WOWOW1• Digital WOWOW2• Digital WOWOW3• Disney Channel HD*	Animation <ul style="list-style-type: none">• AT-X HD!• CARTOON NETWORK (HD)• KIDS STATION HD• ANIMAX HD	Races <ul style="list-style-type: none">• GREEN CHANNEL HD• GREEN CHANNEL2 HD
Music <ul style="list-style-type: none">• Music Japan TV HD• MTV HD• MUSIC ON! TV HD• SPACE SHOWER TV HD• MUSICVIDEO CHANNEL/VMC HD• Kayopops Channel HD	Japanese Drama and Variety <ul style="list-style-type: none">• MONDO21 HD• FAMILY THEATER HD• HOME DRAMA CHANNEL HD• Samurai Drama Channel HD• PigooHD*	PPV (Pay Per View) <ul style="list-style-type: none">• Sukachan HD 165-168• Perfect Choice HD138• Sukachan HD 190-199• Sukachan 3D169 (starting June 19)
Documentary <ul style="list-style-type: none">• HISTORY CHANNEL™ HD• National Geographic Channel HD• Discovery Channel Hi-Vision	Foreign Drama <ul style="list-style-type: none">• Super! drama TV HD• UNIVERSAL Channel HD• AXN Mystery HD• AXN HD• FOX HD• FOXCRIME HD• FOXlife HD• LaLa HD• ASIA Dramatic TV★HD• KBS World HD• Mnet HD• KN Television HD*	Adult <ul style="list-style-type: none">• Dynamite TV HD• RAINBOW CHANNEL HD• Midnight Blue•HD• PARADISE TV HD• Cherry Bomb HD• ADULT HD RED• ADULT HD BLUE• PLAYBOY Channel HD*
News <ul style="list-style-type: none">• TBS NEWSBIRD HD• CNN HD*		

Notes:

- Channels marked with an asterisk (*) are scheduled for launch by December 31, 2010, and the channel names are tentative.
- MIDNIGHT BLUE HD and PARADISE TV HD, currently with restricted broadcasting hours, will be converted to a full 24-hour format.
- CS GyaO HD will be rebranded as Entermeitele HD in June, 2010.
- There have been changes to the viewing method of ADULT HD RED and ADULT HD BLUE. As of , 2010, the monthly contract and PPD (pay per day) viewing options will be no longer available, and the subscribers will be only offered PPV (pay per view).

(As of June 2010)