

SKY Perfect JSAT Holdings Inc.

News Release



SKY Perfect JSAT
Holdings Inc.

June 29, 2010

SKY Perfect JSAT Holdings Inc.

Notice of Appointment of Corporate Officers and Organizational Changes

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 “Notice of Appointment of Corporate Officers and Organizational Changes.”



Notice of Appointment of Corporate Officers and Organizational Changes

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama; hereafter “SKY Perfect JSAT Corporation”) today announced the official appointment of directors of the board and corporate auditors at the 3rd General Meeting of Shareholders, held on June 25, 2010. At the Board of Directors meeting held after the General Meeting of Shareholders, executive officers were appointed. Also, at the Board of Directors meeting held today decided responsibilities for each executive officer, as well as partial changes to its organizational structure, effective July 1, 2010.

1. Directors and Corporate Auditors

<Directors (* new appointment)>

(Effective June 25, 2010)

Title	Name	Responsibilities
Representative Director	Masanori Akiyama	
Representative Director*	Shinji Takada	Group President, Multichannel Pay TV Business Group
Director of the Board	Masao Nito	Group President, Corporate Planning & Strategy Group
Director of the Board	Yutaka Nagai	Group President, Engineering & Operations Group
Director of the Board	Keiichiro Demizu	Group President, Marketing Group, Multichannel Pay TV Business Group
Director of the Board	Osamu Kato	Group President, Corporate Services Group

<Corporate Auditor>

Title	Name	Responsibilities
Corporate Auditor	Ryoji Hirabayashi	
Corporate Auditor	Ryosuke Tsuruma	
Corporate Auditor	Bunji Shinoda	

2. Executive Officers (* new appointment)

(assignments are effective June 25, 2010; responsibilities are effective July 1, 2010)

Title	Name	Responsibilities
President and Chief Executive Officer	Masanori Akiyama	
Senior Executive Vice President*	Shinji Takada	Group President, Multichannel Pay TV Business Group
Senior Executive Vice President	Masao Nito	Group President, Corporate Planning & Strategy Group
Senior Executive Vice President	Yutaka Nagai	Group President, Engineering & Operations Group
Senior Executive Vice President	Osamu Inoue	Group President, Space & Satellite Business Group;
Senior Managing Executive Officer	Akira Tanaka	Group President, Broadcasting Business Group, Multichannel Pay TV Business Group
Senior Managing Executive Officer	Keiichiro Demizu	Group President, Marketing Group, Multichannel Pay TV Business Group
Senior Managing Executive Officer	Osamu Kato	Group President, Corporate Services Group
Senior Managing Executive Officer	Hideaki Kido	Deputy Group President, Corporate Planning & Strategy Group
Managing Executive Officer	Hiroo Sumitomo	Deputy Group President, Broadcasting Business Group, Multichannel Pay TV Business Group
Managing Executive Officer	Toshikuni Shimizu	Deputy Group President, Corporate Services Group
Managing Executive Officer	Yasuo Okuyama	Deputy Group President, Corporate Planning & Strategy Group
Executive Officer	Shuhei Yamaura	Deputy Group President, Engineering & Operations Group
Executive Officer	Koki Koyama	Deputy Group President, Space & Satellite Business Group, Space & Satellite Business Group
Executive Officer	Satoshi Ishiyama	Deputy Group President, Space & Satellite Business Group, Space & Satellite Business Group

Executive Officer	Kakuro Eguchi	Deputy Group President, Marketing Group, Multichannel Pay TV Business Group (General Manager, Planning & Coordination Division, Marketing Group)
Executive Officer	Yuichi Hayasaka	Deputy Group President, Corporate Services Group (General Manager, Purchase Administration Division)

3. Retiring Executive Officer

(Effective June 25, 2010)

Name	Present Post
Yuichiro Nishio	Executive Officer, SKY Perfect JSAT Corporation

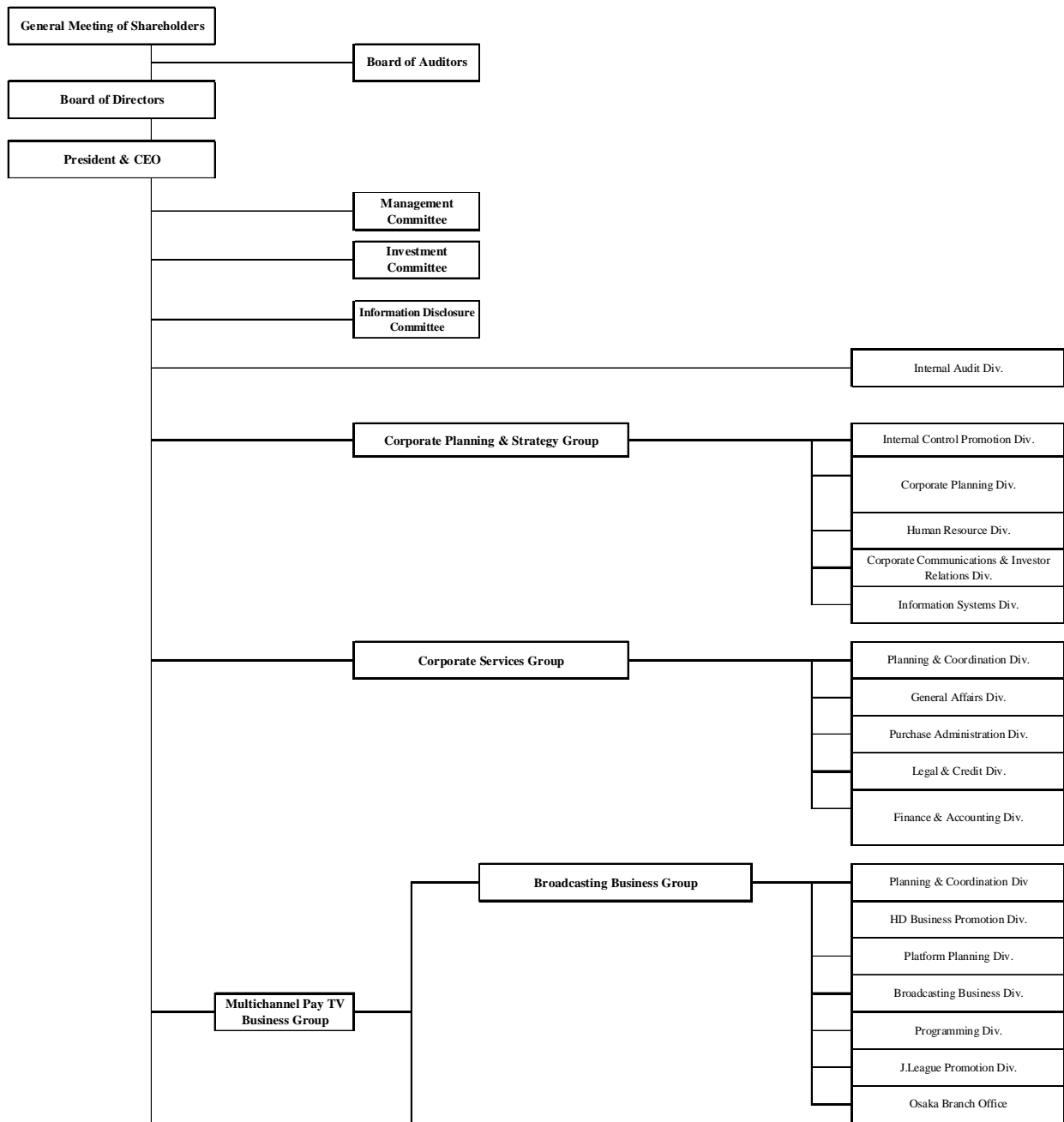
4. Organizational Changes

In order to clarify promotional systems and delineation of responsibilities for each business segment, we have created a divisional structure above the operating groups.

- Newly establish Multichannel Pay TV Business Group.
- Newly establish Space & Satellite Business Group, and change the name of Satellite Business Group to Space & Satellite Business Group.

(Attachment: Reference)

SKY Perfect JSAT Corporation Organizational Chart (as of July 1, 2010)



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