SKY Perfect JSAT Holdings Inc.

News Release



July 20, 2010

SKY Perfect JSAT Holdings Inc.

Change in Name of Data Network Center Corporation

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 "Change in Name of Data Network Center Corporation."

SKY Perfect JSAT Corporation

News Release

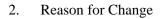


SKY Perfect JSAT Corporation

Change in Name of Data Network Center Corporation

At the General Meeting of Shareholders held on July 20, 2010, Data Network Center Corporation (Head Office: Yokohama City, Kanagawa Prefecture; President: Toshiyuki Ishikawa; "DNCC"), a wholly owned subsidiary of SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama), decided to make the following change to the company name.

1. New Company Name and Logo SKY Perfect Customer-relations Corporation



We have changed the name to include the term "customer relations" to express our intention to deepen customer relationships as a center that actively makes proposals to customers with the aim of providing a higher level of customer management operations and serving as a stronger contact point for SKY PerfecTV! customers.

SPCC

- 3. Date of Change October 1, 2010
- 4. Name and Details of Subsidiary
 - (1) Company name: Data Network Center Corporation
 - (2) Representative: President Toshiyuki Ishikawa
 - (3) Head Office: 134 Godo-cho, Hodogaya-ku, Yokohama City, Kanagawa Prefecture

About Data Network Center Corporation

DNCC is an operating company that performs customer management processes for the SKY Perfect JSAT multi-channel pay TV broadcasting service SKY PerfecTV!. DNCC currently operates a number of customer centers, mainly in the Tokyo metropolitan area and Sapporo, that handle inquiries and new applications from SKY PerfecTV! customers (viewers).