



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.”



## 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



2. Reason for Change

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 PerfectTV! customers.

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 PerfectTV!. DNCC currently operates a number of customer centers, mainly in the Tokyo metropolitan area and Sapporo, that handle inquiries and new applications from SKY PerfectTV! customers (viewers).