

SKY Perfect JSAT Holdings Inc.

News Release



SKY Perfect JSAT
Holdings Inc.

July 26, 2010

SKY Perfect JSAT Holdings Inc.

Notice of Organizational Changes and Personnel Transfer

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 Organizational Changes and Personnel Transfer.”



Notice of Organizational Changes and Personnel Transfer

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President & CEO: Masanori Akiyama) has announced that the following organizational changes and personnel transfers will take effect from August 1, 2010.

1. Organizational Changes

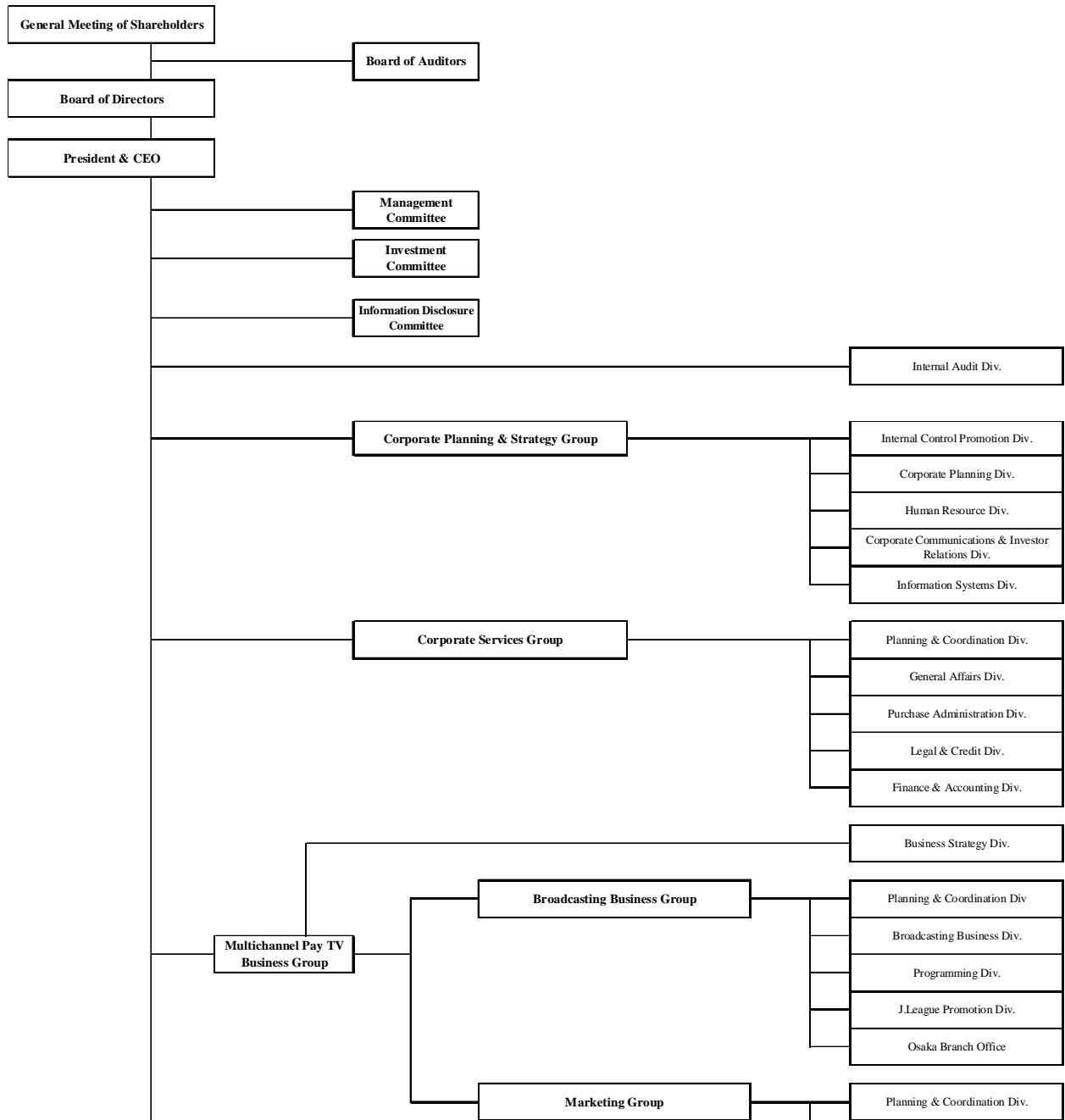
- Establishment of the Business Strategy Division within the Multichannel Pay TV Business Group
The division will be largely responsible for devising strategies for the Multichannel Pay TV Business Group and divisional coordination.
- Dissolution of the HD Business Promotion Division and Platform Planning Division within the Broadcasting Business Group
The functions of these divisions will be transferred to the Business Strategy Division and Broadcasting Business Division of the Broadcasting Business Group.
- Renaming of the Planning & Coordination Division of the Space & Satellite Business Group
Name will be changed to the Business Strategy Division within the Space & Satellite Business Group, with additional operations to include divisional coordination.

2. Transfer of Personnel

Name	New position	Previous position
Eisuke Ito	Vice Group President , Corporate Planning & Strategy Group	General Manager, HD Business Promotion Div., Broadcasting Business Group, Multichannel Pay TV Business Group
Takayuki Doi	Vice Group President , Broadcasting Business Group	General Manager, Platform Planning Div., Broadcasting Business Group, Multichannel Pay TV Business Group
Yasuhiko Aramaki	General Manager, Business Strategy Div., Multichannel Pay TV Business Group	Acting General Manager, Corporate Planning Div., Corporate Planning & Strategy Group

(Attachment: Reference)

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



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