

# SKY Perfect JSAT Holdings Inc.

News Release



SKY Perfect JSAT  
Holdings Inc.

August 3, 2010

SKY Perfect JSAT Holdings Inc.

## Number of Subscribers as of the end of July 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 the number subscribers\*<sup>1</sup> as of the end of July 2010.



August 3, 2010  
SKY Perfect JSAT Corporation

### Number of Subscribers as of the end of July 2010

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President & Chief Executive Officer: Masanori Akiyama; "SKY Perfect JSAT") announced the number of subscribers\*<sup>1</sup> as of the end of July 2010.

Total	Subscribers
New Subscribers	34,404
Number of Re-registered Subscribers * <sup>2</sup>	3,228
Churn	46,586
Monthly Churn Rate * <sup>3</sup>	1.3%
Net Increase	-8,954
<b>Cumulative Total</b>	<b>3,710,799</b>

\* The "Total" column presents the sum of the cumulative totals for SKY PerfecTV!, SKY PerfecTV! e2 and Wired Broadcasting Services.

\* The cumulative number of SKY PerfecTV! and SKY PerfecTV! e2 subscribers is 3,605,098.

SKY PerfecTV!	Subscribers
New Subscribers * <sup>4</sup>	6,771
Number of Re-registered Subscribers * <sup>2</sup>	904
Churn	27,642
Monthly Churn Rate * <sup>3</sup>	1.2%
Net Increase	-19,967
Cumulative Total * <sup>5</sup>	<b>2,382,435</b>
SKY PerfecTV! e2	Subscribers
New Subscribers * <sup>6</sup>	26,086
Number of Re-registered Subscribers * <sup>2</sup>	2,314
Churn	17,345
Monthly Churn Rate * <sup>3</sup>	1.4%
Net Increase	11,055
Cumulative Total * <sup>7</sup>	<b>1,222,663</b>
SKY PerfecTV! HIKARI * <sup>8</sup> (Multichannel Broadcasting Service )	Subscribers
New Subscribers * <sup>9</sup>	1,547
Number of Re-registered Subscribers * <sup>2</sup>	10
Churn	1,599
Monthly Churn Rate * <sup>3</sup>	1.5%
Net Increase	-42
Cumulative Total * <sup>10</sup>	<b>105,701</b>

\*1 Subscribers: Number of subscribers who concluded a pay-subscription agreement and have been actually paying subscription fees.

\*2 Number of Re-registered Subscribers: Number of individuals who concluded a new pay-subscription agreement within one year of cancellation and have been actually paying subscription fees.

\*3 Monthly Churn Rate: The following formula is used to calculate the monthly churn rate.

Monthly Churn Rate = Churns during the current month/Total subscribers at the end of the previous month



\*4/\*5 The number of new subscribers for SKY PerfecTV! HD in the current month is as follows (along with the cumulative total including the current month).

	New Subscribers	Cumulative Total
SKY PerfecTV! HD	4,781	233,459

The cumulative total includes 14,850 subscribers who switched from regular picture quality SKY PerfecTV! to SKY PerfecTV! HD during the month.

\*6/\*7 The number of new registrations for SKY PerfecTV! e2 retransmission services (provided by Opticast Inc. using optical fibers) in the current month is as follows (along with the cumulative total including the current month).

The cumulative number of SKY PerfecTV! e2 retransmission service subscribers is included in the number of SKY PerfecTV! e2 subscribers.

	New Subscribers	Cumulative Total
SKY PerfecTV! e2 retransmission	2,210	39,935

\*8 The multichannel broadcasting service in Fukuyama City, Hiroshima Prefecture, jointly operated with Energia Communications, Inc. and the channel lease service in Achi Village, Nagano Prefecture, and Ena City, Gifu Prefecture that uses available fiber-optic network bandwidth will remain under the name of HIKARI PerfecTV!.

\*9/\*10 The number of new subscribers during the month and cumulative total based on SKY PerfecTV! HIKARI HD tuners are as follows:

	New Subscribers	Cumulative total
Number based on SKY PerfecTV! HIKARI HD tuners	1,427	12,511

The cumulative total includes 808 subscribers who switched from regular picture quality tuners to HD tuners during the month.

●Number of households connected to SKY PerfecTV! HIKARI (as of the end of July 2010)

	Cumulative Total
Number of households connected to SKY PerfecTV! HIKARI	729,033

The number means the number of households to which we provide the broadcasting service (retransmission or multichannel broadcasting service) to be billed at the end of the month. This number does not include the households receiving multichannel broadcasting services provided in collaboration with Energia Communications, Inc. in Fukuyama City, Hiroshima Prefecture, or the multichannel broadcasting services provided by utilizing the available bandwidth in the optical fiber network possessed by Cable City Yokohama, Achi Village in Nagano Prefecture, Ena City in Gifu Prefecture and others.