



September 7, 2010
SKY Perfect JSAT Holdings Inc.

Digital-Analog Conversion for FLET'S TEREBI service areas and Multi-unit Residential Complexes
Limited time Support for Viewing Digital Broadcasts on Analog Televisions

SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama) is pleased to announce that wholly owned subsidiary SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama), and its subsidiary OptiCast Inc. (Head Office: Minato-ku, Tokyo; President and CEO: Masafumi Kawanishi) today issued the following news release titled, "Digital-Analog Conversion for FLET'S TEREBI service areas and Multi-unit Residential Complexes—Limited time Support for Viewing Digital Broadcasts on Analog Televisions."



Digital-Analog Conversion for FLET'S TEREBI service areas and Multi-unit Residential Complexes Limited time Support for Viewing Digital Broadcasts on Analog Televisions

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama; "SKY Perfect JSAT") would like to announce that subsidiary OptiCast Inc. (Head Office: Minato-ku, Tokyo; President and CEO: Masafumi Kawanishi; "OptiCast"), in line with a request from Japan's Ministry of Internal Affairs and Communications, will offer a retransmission service for terrestrial digital broadcasts through digital analog conversion from spring 2011 through March 31, 2015.

"Digital analog conversion" refers to the conversion of terrestrial digital broadcasts into an analog format for broadcast to Japanese households. As such, this process will make it possible to view terrestrial broadcasts using analog receivers after the scheduled termination of terrestrial analog broadcasts on July 24, 2011. This continued analog availability is in response to viewers who want to continue use of their current analog televisions. This move will also mitigate sharp increases in the disposal of analog TV sets, effectively spread the burden posed by having to purchase a second or third television, and contribute to the smoother upgrade of the reception environment in multi-unit residential complexes and facilities that share reception, places where terrestrial digital upgrade measures have encountered notable delays.

The designated areas for digital analog conversion (see attachment) by OptiCast are all provision areas for the FLET'S TEREBI (*1) broadcasting service for detached homes developed through the use of optical fiber networks of Nippon Telegraph and Telephone East Corporation and Nippon Telegraph and Telephone West Corporation, as well as provision areas for HIKARI PerfectTV! service using optical fiber networks from Chugoku Electric Power Co., Inc. communications company Energia Communications, Inc. These areas covered approximately 22.45 million households as of August 31, 2010.

OptiCast began offering SKY PerfectTV! HIKARI, a multi-channel, pay broadcasting service based on streaming video services enabled through Nippon Telegraph and Telephone East Corporation and Nippon Telegraph and Telephone West Corporation optical fiber networks in 2004, and has since developed the service mainly in the Tokyo metropolitan area and Japan's Kansai, Chukyo and Hokkaido areas. Approximately 750,000 households, including both detached residences and multi-unit residential complexes, were connected to this service as of August 31, 2010. From 2006, OptiCast began offering broadcasting services mainly to detached residences in the city of Fukuyama (Hiroshima Prefecture) using Energia Communications' optical fiber network. In 2008, OptiCast launched the provision of FLET'S TEREBI in a bid to enhance its product capabilities.

Going forward, the SKY Perfect JSAT Group is committed to leading the broadcasting market by offering accessible video services driven by diverse, quality content and consideration for customer convenience.

*1 About FLET'S TEREBI

This service allows subscribers to a FLET'S TEREBI Transmission Service provided by Nippon Telegraph and Telephone East Corporation and Nippon Telegraph and Telephone West Corporation, and to an OptiCast Equipment Usage Service provided by OptiCast to receive terrestrial broadcasts (digital and analog) and BS broadcasts (digital and analog) without an antenna.

Digital Analog Conversion Schedule

Start of digital analog conversion: Spring 2011 (tentative)

Termination of digital analog conversion: March 31, 2015

Digital Analog Conversion Service Areas

【Hokkaido】 :

All areas of Ebetsu and Eniwa

Some areas of Chitose, Ishikari, Kita-Hiroshima, Otaru, Sapporo, and Tobetsu-Cho in Ishikari Gun

【Fukushima Prefecture】 :

Some areas of Miharuru-Machi in Tamura-Gun and Koriyama

【Tokyo】 :

All 23 districts of Tokyo

All areas of Akishima, Chofu, Fuchu, Fussa, Hachioji, Hamura, Higashi Murayama, Higashi Yamato, Higashi-Kurume, Hino, Inagi, Kiyose, Kodaira, Koganei, Kokubunji, Komae, Kunitachi, Machida, Mitaka, Mizuho-Machi in Nishi Tama-Gun, Musashi Murayama, Musashino, Nishi Tokyo, Tachikawa, and Tama

Some areas of Akiruno and Ome

【Kanagawa Prefecture】 :

All areas of Kawasaki and Yokohama

All areas of Ayase, Chigasaki, Ebina, Fujisawa, Hayama-Machi in Miura-Gun, Hiratsuka, Isehara, Kamakura, Oiso-Machi in Naka-Gun, Samukawa-Machi in Koza-Gun, Yamato, Yokosuka, Zama, and Zushi

Some areas of Aikawa-Machi in Aiko-Gun , Atsugi, Hadano, Minami-Ashigara, Miura, Nakai-Machi in Ashigara-Kami-Gun, Ninomiya-Machi in Naka-Gun, Odawara, and Sagami-hara

【Chiba Prefecture】 :

All areas of Matsudo, Ichikawa, Kamagaya, Nagareyama, Narashino, Shiroi, and Urayasu

Some areas of Abiko, Chiba, Chosei-mura in Chosei-Gun, Funabashi, Ichihara, Inzai, Isumi, Kashiwa, Kimitsu, Kisarazu, Mobarra, Mutsuzawa-Machi in Chosei-Gun, Narita, Noda, Sakura, Sammu, Togane, Yachimata, Yachiyo, and Yotsukaido

【Saitama Prefecture】 :

All areas of Asaka, Fujimi, Fujimino, Hatogaya, Kawagoe, Kawaguchi, Koshigaya, Matsubushi-Machi in Kita-Katsushika-Gun, Misato, Miyoshi-Machi in Iruma-Gun, Moroyama-Machi in Iruma-Gun, Niiza, Sayama, Shiki, Soka, Toda, Tokorozawa, Tsurugashima, Wako, Warabi, Yashio, and Yoshikawa

Some areas of Ageo, Gyoda, Hanno, Hasuda, Hidaka, Higashi Matsuyama, Ina-Machi in Kita-Adachi-Gun, Iruma, Kasukabe, Kazo, Kuki, Kumagaya, Namegawa-Machi in Hiki-Gun, Okegawa, Saitama, Sakado, and Tokigawa-Machi in Hiki-Gun

【Aichi Prefecture】 :

All areas of Ama, Inuyama, Kita-Nagoya, Kiyosu, Komaki, Nagakute-Cho in Aichi-Gun, Nagoya, Nisshin, Oharu-Cho in Ama-Gun, Owari-Asahi, Togo-Cho in Aichi-Gun, and Toyoyama-Cho in Nishi-Kasugai-Gun

Some areas of Kasugai, Miyoshi, Seto, and Tokai

【Osaka Prefecture】 :

All areas of Fujiidera, Habikino, Hirakata, Kadoma, Katano, Kawachi-Nagano, Matsubara, Moriguchi, Neyagawa, Osaka, Osaka-Sayama, Settsu, Suita, and Yao

Some areas of Daito, Higashi-Osaka, Ibaraki, Kashiwara, Sakai, Shijonawate, Taishi-Cho in Minami-Kawachi-Gun, Takaishi, Takatsuki, Tondabayashi, and Toyonaka

【Hyogo Prefecture】 :

All areas of Akashi and Ashiya

Some areas of Harima-Cho in Kako-Gun, Kakogawa, Kobe, Nishinomiya and Takarazuka

【Kyoto Prefecture】 :

All areas of Oyamazaki-Cho in Otokuni-Gun and Muko

Some areas of Kumiyama-Cho in Kuse-Gun, Kyoto, Nagaokakyo, Uji, and Yawata

【Shiga Prefecture】 :

All areas of Moriyama

Some areas of Kusatsu, Otsu, Ritto, and Yasu

【Nara Prefecture】 :

All areas of Kanmaki-Cho in Kita-Katsuragi-Gun, Kashiba, and Oji-Cho in Kita-Katsuragi-Gun

Some areas of Ando-Cho in Ikoma-Gun, Gose, Kashihara, Kawai-Cho in Kita-Katsuragi-Gun, Koryo-Cho in Kita-Katsuragi-Gun, Miyake-Cho in Shiki-Gun, Nara, Sakurai, Takatori-Cho in Takaichi-Gun, Tawaramoto-Cho in Shiki-Gun, and Tenri

【Tokushima Prefecture】 :

All areas of Kitajima-Cho in Itano-gun and Matsushige-Cho in Itano-gun

Some areas of Aizumi-Cho in Itano-gun, Komatsushima, and Tokushima

【Hiroshima Prefecture】 :

Some areas of Fukuyama

*As of August 31, 2010

<Caution>

OptiCast does not offer retransmission services for the following HIKARI PerfecTV! provision areas:

Cable City Yokohama (CCY); Ena in Gifu Prefecture; and Achi mura in Shimoina-gun, Nagano Prefecture.