



November 30, 2010

SKY Perfect JSAT Holdings Inc.

SKY PerfectTV! HD Lineup Expanded to 88 Channels Four New Channels Set for December 2010, One Set for February 2011

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 five new channels to the lineup for its SKY PerfectTV! HD multi-channel high-definition service. Four of these channels are scheduled to start from December 2010, with another set to begin broadcasting in February 2011.



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SKY Perfect JSAT Corporation

SKY PerfectTV! HD Lineup Expanded to 88 Channels Four New Channels Set for December 2010, One Set for February 2011

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama; hereafter “SKY Perfect JSAT”) will add five new channels to the lineup for its SKY PerfectTV! HD multi-channel high-definition service. Four of these channels are scheduled to start from December 2010, with another set to begin broadcasting in February 2011.

Following the addition of these five popular channels, SKY PerfectTV! HD will offer a total of 88 channels by February 2011. (See attachment)

SKY Perfect JSAT aims to have a lineup of 100 high-definition channels by 2012, one of the largest in Japan. Going forward, the Company will continue to provide quality high-definition content from Japan and other countries in a wealth of genres and offer subscribers the ultimate television-viewing experience.

The new channels that will be added to the lineup are shown as follows.

Movie

- Ch. 626 STAR CHANNEL PLUS HV

*All three “STAR CHANNEL PREMIERE 3” channels will be in high definition, allowing subscribers to enjoy the very best in picture quality.

Foreign Drama (Korean drama)

- Ch. 657 KNTV HD

* This popular channel for Korean entertainment is now in HD.

News

- Ch.679 CNN HD

* A real-time broadcast of CNN/U.S. (version for the domestic U.S. market), with different programming than the standard-definition CNNj channel (international version for the Japanese market).

Entertainment

- Ch. 620 Disney Channel HD

* High-definition Disney entertainment, broadcast in English and Japanese.

Adult

- Ch. 943 PLAYBOY Channel HD

* High-quality video content selected from across the world, mainly centered on programming produced by Playboy Enterprises, Inc.
(starting February 2011)

※ Please note that the broadcast launch schedule is subject to change.

※ By February 2011, SKY PerfectTV! HD plans to offer a total of 88 high-definition channels. (As of November 2010)

(Attachment) Reference

Channel Lineup for SKY PerfecTV! HD

Sports <ul style="list-style-type: none">• GOLF NETWORK HD• GAORA HD• J sports 1 (High-Vision)• J sports 2 (High-Vision)• J sports Plus (High-Vision)• J sports ESPN (High-Vision)• sky•A sports+ HD• ntvG+ HD	Movie <ul style="list-style-type: none">• STAR CHANNEL HV• <u>STAR CHANNEL PLUS HV</u>• STAR CHANNEL CLASSIC HV• EISEIGEKIJO HD• TOEI CHANNEL HD• Cinefil Imagica HD• THE CINEMA HD• Movie Plus HD• CHANNEL NECO HD• JAPANESE MOVIE CHANNEL HD	Leisure <ul style="list-style-type: none">• TABI CHANNEL HD• Tsuru Vision HD
Entertainment <ul style="list-style-type: none">• FUJITV NEXT (HD)• FUJITV ONE (HD)• FUJITV TWO (HD)• TBS Channel HD• tv asahi channel HD• Entermeitele HD• <u>Disney Channel HD</u>• Digital WOWOW1• Digital WOWOW2• Digital WOWOW3	Animation <ul style="list-style-type: none">• AT-X HD!• CARTOON NETWORK (HD)• KIDS STATION HD• ANIMAX HD	Races <ul style="list-style-type: none">• GREEN CHANNEL HD• GREEN CHANNEL2 HD
Music <ul style="list-style-type: none">• Music Japan TV HD• MTV HD• MUSIC ON! TV HD• SPACE SHOWER TV HD• MUSICVIDEO CHANNEL/VMC HD• Kayopops Channel HD	Japanese Drama and Variety <ul style="list-style-type: none">• MONDO TV HD• FAMILY THEATER HD• HOME DRAMA CHANNEL HD• Samurai Drama Channel HD• PigooHD	PPV (Pay Per View) <ul style="list-style-type: none">• Sukachan HD 165-168• Perfect Choice HD138• Sukachan HD 190-199• Sukachan 3D169
Documentary <ul style="list-style-type: none">• HISTORY CHANNEL™ HD• National Geographic Channel HD• Discovery Channel Hi-Vision	Foreign Drama <ul style="list-style-type: none">• Super! drama TV HD• UNIVERSAL Channel HD• AXN Mystery HD• AXN HD• FOX HD• FOXCRIME HD• FOXlife HD• LaLa HD• ASIA Dramatic TV★HD• KBS World HD	Adult <ul style="list-style-type: none">• Dynamite TV HD• RAINBOW CHANNEL HD• Midnight Blue•HD• PARADISE TV HD• Cherry Bomb HD• ADULT HD RED• ADULT HD BLUE• <u>PLAYBOY Channel HD*</u>
News <ul style="list-style-type: none">• <u>CNN HD</u>• TBS NEWSBIRD HD	<ul style="list-style-type: none">• <u>KNTV HD</u>• Mnet HD	

※ Underlined channels in bold type will be newly launched. PLAYBOY Channel HD only is scheduled for launch in February 2011.

※ By February 2011, SKY PerfecTV! HD plans to offer a total of 88 high-definition channels. (As of November 2010)