

SKY Perfect JSAT Holdings Inc.

News Release



SKY Perfect JSAT
Holdings Inc.

March 2, 2011

SKY Perfect JSAT Holdings Inc.

Number of Subscribers as of the end of 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 the number subscribers*¹ as of the end of February 2011.



March 2, 2011
SKY Perfect JSAT Corporation

Number of Subscribers as of the end of February 2011

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President & Chief Executive Officer: Masanori Akiyama) announced the number of subscribers^{*1} as of the end of February 2011.

The total number of the new subscribers to the three services (SKY PerfectTV!, SKY PerfectTV! e2, and SKY PerfectTV! HIKARI) was 52,255, which indicates a net increase of 12,652. For February only, the number of new subscribers marked a record high with net increase for the first time in 4 years.

The number of the new subscribers to SKY PerfectTV! e2 retransmission was as healthy as 5,195. This accounts for 12% of the total new subscribers to SKY PerfectTV! e2 (43,456). This was higher than the value for December last year (11%), and marked a record high.

The total number of new subscribers and shifts (from SKY Perfec! SD) to SKY PerfectTV! HD was 21,479.

Total	Subscribers
New Subscribers	52,255
Number of Re-registered Subscribers ^{*2}	8,658
Churn	48,261
Monthly Churn Rate ^{*3}	1.3%
Net Increase	12,652
Cumulative Total	3,716,273

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

* The cumulative number of SKY PerfectTV! and SKY PerfectTV! e2 subscribers is 3,606,870.

SKY PerfectTV!	Subscribers
New Subscribers ^{*4}	6,379
Number of Re-registered Subscribers ^{*2}	1,259
Churn	28,965
Monthly Churn Rate ^{*3}	1.3%
Net Increase	-21,327
Cumulative Total ^{*5}	2,236,034
SKY PerfectTV! e2	Subscribers
New Subscribers ^{*6}	43,456
Number of Re-registered Subscribers ^{*2}	7,396
Churn	17,491
Monthly Churn Rate ^{*3}	1.3%
Net Increase	33,361
Cumulative Total ^{*7}	1,370,836
SKY PerfectTV! HIKARI ^{*8} (Multichannel Broadcasting Service)	Subscribers
New Subscribers ^{*9}	2,420
Number of Re-registered Subscribers ^{*2}	3
Churn	1,805
Monthly Churn Rate ^{*3}	1.7%
Net Increase	618
Cumulative Total ^{*10}	109,403

*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.

$$\text{Monthly Churn Rate} = \text{Churns during the current month} / \text{Total subscribers at the end of the previous month}$$

*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	4,852	409,512

The cumulative total includes 16,627 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	5,195	63,017

*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	2,363	30,959

The cumulative total includes 485 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 February 2011)

	Cumulative Total
Number of households connected to SKY PerfecTV! HIKARI	949,550

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.