



April 27, 2011

SKY Perfect JSAT Holdings Inc.

### Notice of Informal Executive Appointments at Subsidiaries

SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; Representative Director / President: Shinji Takada) has announced that Boards of Directors of subsidiaries today made the following informal executive appointments.

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director / President & Chief Executive Officer: Shinji Takada), a 100% subsidiary of SKY Perfect JSAT Holdings Inc., has made personnel decisions regarding operating officers and directors who are scheduled to assume their new post on June 24, 2011 at the meeting of the board of directors held on April 27, 2011. The new directors will be officially appointed following the approval at the general meeting of shareholders held on June 24, 2011.

#### 1. SKY Perfect JSAT Corporation (To Be Appointed on June 24, 2011)

##### 1) Candidates for Director

New Post	Name	Present Post	Reappointment or new appointment
Representative Director	Shigeki Nishiyama	Representative Director	Reappointment
Representative Director	Shinji Takada	Representative Director	Reappointment
Director	Masao Nito	Director	Reappointment
Director	Osamu Inoue		new appointment
Director	Hiroo Sumitomo		new appointment
Director	Toshikuni Shimizu		new appointment

##### 2) Executive Officers

New Post	Name	Present Post	Reappointment, promotion or new appointment
Chairman	Shigeki Nishiyama	Chairman	Reappointment
President & Chief Executive Officer	Shinji Takada	President & Chief Executive Officer Group President Multichannel Pay TV Business Group	Reappointment
Senior Executive Vice President Group President, Corporate Planning & Strategy Group	Masao Nito	Senior Executive Vice President Group President, Corporate Planning & Strategy Group	Reappointment
Senior Executive Vice President Group President, Engineering & Operations	Yutaka Nagai	Senior Executive Vice President	Reappointment

Group		Group President, Engineering & Operations Group	
Senior Executive Vice President Group President, Space & Satellite Business Group	Osamu Inoue	Senior Executive Vice President Group President, Space & Satellite Business Group	Reappointment
Senior Managing Executive Officer Group President Multichannel Pay TV Business Group	Hiroo Sumitomo	Managing Executive Officer Deputy Group President, Broadcasting Business Group Multichannel Pay TV Business Group	promotion
Senior Managing Executive Officer Group President, Broadcasting Business Group, Multichannel Pay TV Business Group	Akira Tanaka	Senior Managing Executive Officer Group President, Broadcasting Business Group Multichannel Pay TV Business Group	Reappointment
Senior Managing Executive Officer Group President, Corporate Services Group	Toshikuni Shimizu	Managing Executive Officer Deputy Group President, Corporate Services Group	promotion
Managing Executive Officer Group President, Marketing Group, Multichannel Pay TV Business Group	Masafumi Kawanishi	President & Chief Executive Officer OptiCast Inc.	Reappointment
Managing Executive Officer Group President, Space & Satellite Business Group, Space & Satellite Business Group	Koki Koyama	Executive Officer Deputy Group President, Space & Satellite Business Group, Space & Satellite Business Group	promotion
Executive Officer Deputy Group President, Engineering & Operations Group	Shuhei Yamaura	Executive Officer Deputy Group President, Engineering & Operations Group	Reappointment
Executive Officer Deputy Group President, Corporate Planning & Strategy Group	Kakuro Eguchi	Executive Officer Deputy Group President, Marketing Group and General Manager, Planning & Coordination Division Multichannel Pay TV Business Group	Reappointment
Executive Officer Deputy Group President Engineering & Operations Group	Yuichi Hayasaka	Executive Officer Deputy Group President and General Manager,	Reappointment

		Purchase Administration Division Corporate Services Group	
Executive Officer Deputy Group President, Corporate Services Group	Shinji Yokomizu	ITOCHU Corporation	new appointment
Executive Officer Deputy Group President, Space & Satellite Business Group, Space & Satellite Business Group	Jyun Ueki	General Manager, Government Sectors Business Division, Space& Satellite Business Group Space & Satellite Business Group	new appointment
Executive Officer Deputy Group President, Corporate Services Group	Atsuhiko Oe	General Manager, Finance& Accounting Division, Corporate Services Group	new appointment

## II. Other Affiliated Companies Selection of the president

The following personnel matters will be officially decided after the approval at the general meeting of shareholders held by each company.

### SKY Perfect Customer-relations Corporation

New Post	Name	Present Post
President	Keiichiro Demizu	Non-Executive Director

### SKY Perfect Broadcasting Corporation

New Post	Name	Present Post
President	Takashi Yamasaki	Senior Executive Vice President

### OptiCast Inc.

New Post	Name	Present Post
President & Chief Executive Officer	Toshiyuki Ishikawa	—