



Notice Regarding Launch Schedule for the JCSAT-110R Communications Satellite

SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; Representative Director, President: Shinji Takada) is pleased to announce that SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer; Shinji Takada), a 100% owned subsidiary of SKY Perfect JSAT Holdings Inc., today released attached news release regarding the launch schedule for the JCSAT110R Communications satellite.



Notice Regarding Launch Schedule for the JCSAT-110R Communications Satellite

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President and Chief Executive Officer: Shinji Takada; “SKY Perfect JSAT”) has determined the launch schedule for its JCSAT-110R communications satellite. Details are as follows.

SKY Perfect JSAT currently provides the “SKY PerfectTV/e2” CS digital broadcasting service via a communications satellite at the 110 degrees East longitude, the same orbital position used for BS broadcasting. As of the end of May, 2011, the service had approximately 1.46 million subscribers. The company projects that subscriber numbers will continue to increase along with the spread of digital televisions with built-in satellite tuners.

In order to continue to provide highly reliable SKY PerfectTV/e2 service and strengthen the infrastructure for the service, SKY Perfect JSAT is launching this satellite (JCSAT-110R) as a back-up satellite for this orbital position. The new spacecraft will be the hybrid BS/CS satellite, combining BSAT-3c broadcasting satellite and JCSAT-110R communications satellite.

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| 1. Planned launch date and time: | July 2, 2011 6:43 am (Japan Standard Time) |
| 2. Launch site: | Guiana Space Centre, French Guiana |
| 3. Launch vehicle: | Ariane-5ECA (Arianespace) |
| 4. Satellite bus: | A2100A (Lockheed Martin Corporation) |
| 5. Satellite Specifications: | |
| (1) Frequencies | Ku band |
| (2) Transponders | 12 CS and reserves |
| (3) Coverage area | Japan |
| (4) Design Lifetime | 15 years |
| 6. Planned orbital slot: | 110 degrees East longitude |

SKY Perfect JSAT plans to offer live streaming video coverage of the launch via a special page on its website (<http://www.sptvjsat.com>).

Attached: JCSAT-110R communications satellite

