



June 20, 2011
SKY Perfect JSAT Holdings Inc.

Notice of Organizational Changes and Personnel Transfers

SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; Representative Director, President: Shinji Takada) has announced that the following personnel transfers will take effect from June 27, 2011. 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., has announced that the following organizational changes and personnel transfers will take effect on the same day.

1. SKY Perfect JSAT Holdings Inc.

1) Transfers of Personnel

(Effective June 27, 2011)

New Assignment	New position	Previous position
Kakuro Eguchi	General Manager, Human Resource Division	—
Shinji Yokomizu	General Manager, Finance & Accounting Division	—
Masato Ogawa	General Manager, Corporate Planning Division	—
Tomonari Niimoto	General Manager, Corporate Communications & Investor Relations Division	General Manager, Legal & Credit Division
Takayuki Hiragushi	General Manager, General Affairs Division	—
Masanori Uchikawa	General Manager, Legal & Credit Division	Acting General Manager, Legal & Credit Division

2. SKY Perfect JSAT Corporation

1) Organizational Changes

Purchase Administration Division of Corporate Services Group will be dismantled and Satellite Procurement Division will be newly established under Engineering & Operations Group.

The satellite procurement-related and general procurement-related tasks of Purchase Administration Division will be separated, and general procurement-related tasks will be transferred to General Affairs Division. Satellite Procurement Division will specialize in satellite procurement-related tasks, and strengthen the cooperation with satellite business-related sections in Engineering & Operations Group.

2) Transfers of Personnel

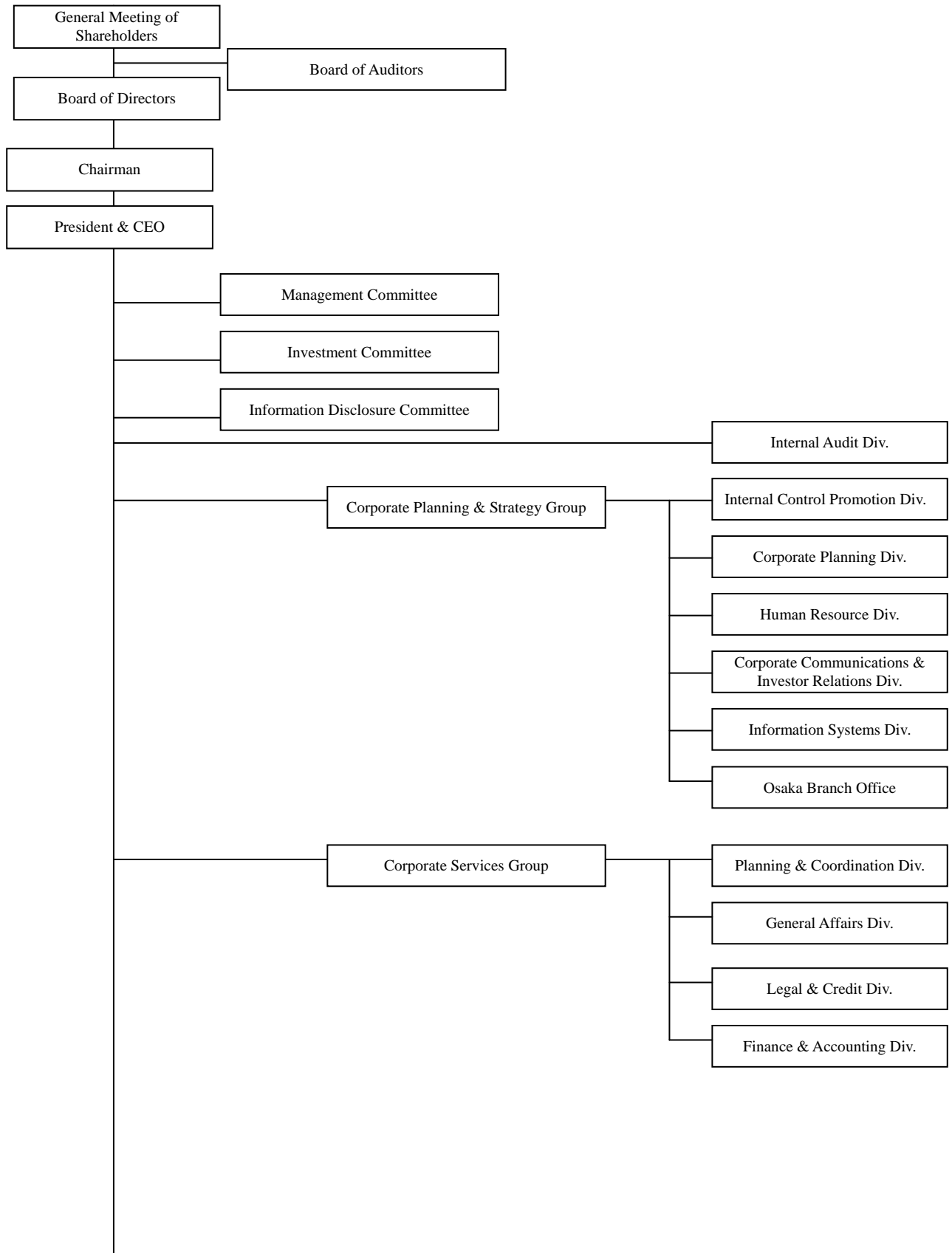
(Effective June 27, 2011)

New Assignment	New position	Previous position
Kakuro Eguchi	Executive Officer Deputy Group President and General Manager, Human Resource Division, Corporate Planning & Strategy Group	Executive Officer Deputy Group President and General Manager, Planning & Coordination Division, Marketing Group, Multichannel Pay TV Business Group
Shinji Yokomizu	Executive Officer Deputy Group President and General Manager, Finance & Accounting Division Corporate Services Group	Executive Officer Deputy Group President, Corporate Services Group
Yuichi Hayasaka	Executive Officer Deputy Group President and General Manager, Satellite Procurement Division, Engineering & Operations Group	Executive Officer Deputy Group President, Engineering & Operations Group and General Manager, Purchase Administration Division, Corporate Services Group
Masato Ogawa	General Manager, Corporate Planning Division, Corporate Planning & Strategy Group	General Manager, Broadcasting Business Division, Broadcasting Business Group, Multichannel Pay TV Business Group
Tomonari Niimoto	General Manager, Corporate Communications & Investor Relations Division, Corporate Planning & Strategy Group	General Manager, Legal & Credit Division, Corporate Services Group
Takayuki Hiragushi	General Manager, General Affairs Division, Corporate Services Group	Assistant General Manager, Purchase Administration Division Corporate Services Group
Masanori Uchikawa	General Manager, Legal & Credit Division, Corporate Services Group	Acting General Manager, Legal & Credit Division, Corporate Services Group
Kinya Furuya	Vice Group President and General Manager, Broadcasting Business Division, Broadcasting Business Group, Multichannel Pay TV Business Group	General Manager, Marketing Planning Division, Marketing Group, Multichannel Pay TV Business Group
Manabu Sasaki	Vice Group President and General Manager, Planning & Coordination Division, Marketing Group, Multichannel Pay TV Business Group	General Manager, Corporate Planning Division, Corporate Planning & Strategy Group
Hiroshi Kataoka	Vice Group President and General Manager, Marketing Planning Division, Marketing Group, Multichannel Pay TV Business Group	General Manager, Corporate Communications & Investor Relations Division, Corporate Planning & Strategy Group

Mamoru Mitani	General Manager, Customer Service Division, Advertising & Promotion Group, Multichannel Pay TV Business Group	General Manager, Customer Service Division, Marketing Group, Multichannel Pay TV Business Group
Tadashi Saito	General Manager, Customer Service Division, Marketing Group, Multichannel Pay TV Business Group	Temporary assignment from Data Network Center Corporation

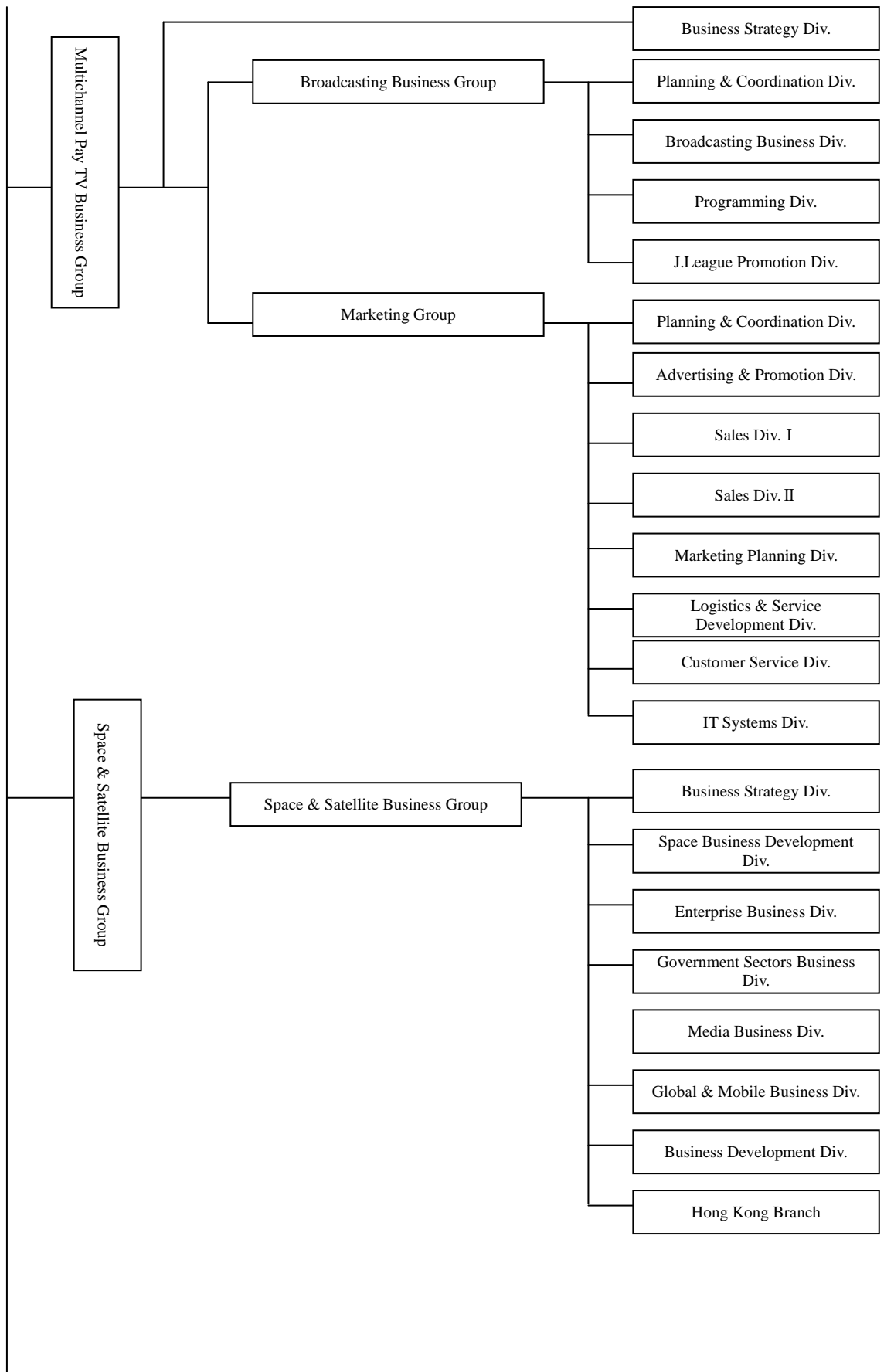
(Attachment: Reference)

<SKY Perfect JSAT Corporation Organization Chart (Effective June 27, 2011)>



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