



**New BS digital broadcasting to be started via SKY PerfectTV! e2
- SKY PerfectTV! e2 to enter a new stage in Oct. 2011 -**

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 new BS digital broadcasts provided through its SKY PerfectTV! e2 service.



**New BS digital broadcasting to be started via SKY PerfecTV! e2
- SKY PerfecTV! e2 to enter a new stage in Oct. 2011 -**

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Shinji Takada; “SKY Perfect JSAT”) will offer newly-added 8 hi-vision BS channels, which will be started broadcasting on October 1, 2011, through SKY PerfecTV! e2.

As the new BS digital broadcasting is to be started in October, SKY Perfect JSAT will actively promote the new “BS SKY PerfecTV!” targeted at estimated 22 million households that can receive BS digital signals, and deliver the attractiveness of multichannel services to potential subscribers.

Furthermore, by adding new BS digital broadcasting to SKY PerfecTV! e2, the existing 110 degree CS digital multichannel broadcast, SKY PerfecTV! e2, will be increased from 67 to 69 in March 2012. In addition, the number of hi-vision channels will be increased significantly from 11 to 22.

The contents, service menus, and fees, etc. of “BS SKY PerfecTV!” will be announced as soon as they are determined.

SKY PerfecTV JSAT will keep offering a variety of high-quality moving picture contents and suggesting comfortable movie lives considering the convenience for viewers, through the more enriched channel lineup of SKY PerfecTV! e2.

The viewable BS digital channels of SKY PerfectTV! e2 are listed below. (including the channels to be started in March)

(As of June 24, 2011)

Date of release	New/Transfer	Channel	Definition	Genre	Channel Title
Existing	BS (on air)	200	HD	Movies	STAR CHANNEL 1 (tentative channel name)
Oct. 1	CS→BS	201	HD	Movies	STAR CHANNEL 2 (tentative channel name)
Oct. 1	CS→BS	202	HD	Movies	STAR CHANNEL 3 (tentative channel name)
Oct. 1	New	234	HD	Races	GREEN CHANNEL
Oct. 1	CS→BS	236	HD	Animation	BS ANIMAX
Oct. 1	New	238	HD	Entertainment	FOX bs238
Oct. 1	New	241	HD	Entertainment	BS SKY PerfectTV!
Oct. 1	CS→BS	242	HD	Sports	J sports 1 (tentative channel name)
Oct. 1	CS→BS	243	HD	Sports	J sports 2 (tentative channel name)
Mar. 2012	CS→BS	244	HD	Sports	J sports ESPN (tentative channel name)
Mar. 2012	CS→BS	245	HD	Sports	J sports Plus (tentative channel name)
Mar. 2012	New	251	HD	Leisure	BS Fishing Vision
Mar. 2012	CS→BS	252	HD	Movies	Cinefil IMAGICA (tentative channel name)
Mar. 2012	CS→BS	255	HD	Movies	Japanese Movie Channel
Mar. 2012	CS→BS	256	SD	Entertainment	Disney Channel