

SKY Perfect JSAT Holdings Inc.

News Release



SKY Perfect JSAT
Holdings Inc.

June 30, 2011

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**Start of “SKY PerfectTV! Store” the video-on-demand service distributing
mainly 3D programs**

- 3D programs of SKY PerfectTV! will be available in “acTVila” -

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 announced to start the video-on-demand service distributing mainly 3D programs (hereinafter referred to as “this service”) through “acTVila,” which distributes moving pictures via broadband lines for digital TV, of Actvila Corporation (Head Office: Shibuya-ku, Tokyo; President: Takashi Kouzai) on June 30, 2011.



Start of “SKY PerfectTV! Store” the video-on-demand service distributing mainly 3D programs

- 3D programs of SKY PerfectTV! will be available in “acTVila” -

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Shinji Takada; “SKY Perfect JSAT”) will start the video-on-demand service distributing mainly 3D programs (hereinafter referred to as “this service”) through “acTVila,” which distributes moving pictures via broadband lines for digital TV, of Actvila Corporation (Head Office: Shibuya-ku, Tokyo; President: Takashi Kouzai) on June 30, 2011.

With this service, we will establish the SKY PerfectTV! service page in acTVila, and distribute the handpicked programs of SKY PerfectTV!, mainly 3D ones.

SKY Perfect JSAT took the initiative in 3D broadcasting, launched “Skachan 3D 169,” which is the first 3D channel in Japan, through SKY PerfectTV! HD and SKY PerfectTV! HIKARI in June of last year, and started 3D broadcasting through SKY PerfectTV! e2 in March of this year. In order to convey the attractiveness of 3D broadcasting to more people, SKY Perfect JSAT will distribute various genres of 3D program of SKY PerfectTV! with this service. SKY Perfect JSAT will be the first to distribute 3D programs in acTVila.

SKY Perfect JSAT will keep efforts to offer a variety of high quality moving pictures and create new experiences with moving pictures.

[Outline of this service]

- Title “SKY PerfectTV! Store”
 - Service site Partner store in acTVila
 - Release date June 30, 2011
 - Type Streaming rental
 - Viewing fee Varies among programs (some are charge-free)
 - Contents Mainly the 3D programs of SKY PerfectTV! are distributed with the video-on-demand method
 - Lineup
 - Last bout of Hidehiko Yoshida at ASTRA 4.25 Nippon Budokan, 3D
 - “Coca Cola Zero” The 33rd Suzuka 8-hour Road Race, 3D Special
 - Female Entertainers’ Futsal, 3D, Angel League
 - “3D The Screaming Idols!!”—Idols × Thrill Ride!!
 - Daisuke Naito Goes—Scary Scenery in 3D World
 - SL Minakami 3D, etc.
- * We plan to add 2-3 contents every month.