



August 3, 2011
SKY Perfect JSAT Holdings Inc.

**Further increase in the number of HD channels of SKY PerfecTV! HD
- over 120 channels in October 2012 -**

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 increase in the number of HD channels of SKY PerfecTV! HD.



August 3, 2011

SKY Perfect JSAT Corporation

Further increase in the number of HD channels of SKY PerfectTV! HD - over 120 channels in October 2012 -

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Shinji Takada; hereinafter referred to as "SKY Perfect JSAT") will start 34 new HD channels in October 2012, in the HD multichannel service "SKY PerfectTV! HD."

Through this increase of channels, SKY PerfectTV! HD, which started with 15 channels in October 2008, will become the Japan's largest HD broadcasting service offering over 120 channels.

In addition, SKY PerfectTV! HD will improve the picture quality of the conventional standard broadcasts, and over 50 channels will be aired with the MPEG-4 AVC/H.264 method.

Then, we will develop a system for airing all of over 170 channels, including the 120 HD channels, with high picture quality.

SKY Perfect JSAT will keep providing a variety of high quality contents inside and outside Japan, through "SKY PerfectTV! HD."

[HD channels to be started in October 2012]

< Movie >

FOXMOVIES, V☆PARADISE

< Sports >

THE GOLF CHANNEL,
FIGHTING TV SAMURAI

< Music >

MUSIC AIR,
CLASSICA JAPAN

< Foreign Drama >

DATV, FashionTV

< Entertainment >

Nitteleplus

< Animation >

Disney XD

< Documentary >

Animal Planet

< News/Business/Economy >

NIKKEI CNBC, BBC World News
CNNj, ASAHI NEWSTAR

< Leisure >

ActOnTV,
Food & Travel FoodiesTV, IGO & SHOGI CHANNEL,
Pachinko★PachisloTV!,
SITE SEVEN TV

< Races >

LEISURE CHANNEL(2ch)
SPEED CHANNEL(2ch)

< Adult >

MANZOX Ch.

< PPV(Pay Per View) >

Sukachan(2ch), Perfect Choice (2ch) ,
POWER PLAT'S (2ch)

< Promo Channel >

SKY PerfectTV/PROMO

< New Channel >

Tv asahi channel GOLD, NAT GEO WILD

[Standard-definition channels to be aired with the MPEG-4 AVC/H.264 method from Oct. 2012]

<Movie>

EXCITING GRANDPRIX

<Sports>

EX SPORTS

<Music>

GRAFFITI TV/keiba

<Japanese Drama>

Theater Television,
EX ENTERTAINMENT, ent!371

<News/Business/Economy>

NTVNEWS24,
BUSINESS BREAKTHROUGH

<Education/Qualifications>

InstrucTV

<Foreign Language Broadcasting>

RECORD INTERNATIONAL,
TV Globo Internacional,
Australia Network,CCTV DAIFU,
PHOENIX TV,
THE FILIPINO CHANNEL

<Leisure>

Better Life Channel, VICTORY CHANNEL,
LIVE245 (OOMURA & WAKAMATSU), TETSUDO CHANNEL

<Shopping>

Select Shopping Ch.217, SHOP CHANNEL,
MALL OF TV, QVC, 240Style,
JAPANET CHANNEL DELUXE,
Jewelry Gem ShoppingTV

<Races>

LEISURE CHANNEL (5ch)
SPEED CHANNEL (4ch)

<Adult>

Flamingo 903, Channel Ruby, Splash,
Zaptv, kmp channel, AV KING
Pink Cherry (Cherry Bomb) ,
Yellow Cherry (Cherry Bomb)

<PPV(Pay Per View)>

Sukachan/ South Kanto horse racing channel,
Perfect Choice (5ch) , POWER PLATS (1ch)
V-theater 135

*The official channel titles of the above contents are to be determined.

*The scheduled date of the start of broadcasting may be changed