

SKY Perfect JSAT Holdings Inc.

News Release



August 7, 2011

SKY Perfect JSAT Holdings Inc.

Notice regarding Successful Launch of 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 successful launch of the JCSAT-110R communications satellite.

August 7, 2011

SKY Perfect JSAT Corporation

Notice regarding Successful Launch of the JCSAT-110R Communications Satellite

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer; Shinji Takada) hereby announces the successful launch of the JCSAT-110R communications satellite.

JCSAT-110R was launched from an Ariespace Ariane5 launch vehicle at the Guiana Space Centre, French Guiana, South America at 7:52 a.m. on August 7, 2011 Japan Standard Time. The satellite separated from its launch vehicle at 8:30 a.m., and a signal was received normally at 8:52 a.m.

Following testing to verify performance in geostationary orbit, the satellite will commence operations as a back-up satellite in the 110 degrees East longitude.

1. Launch date and time	August 7, 2011 7:52 a.m. (JST)
2. Launch site	Guiana Space Centre, French Guiana, South America
3. Launch vehicle	Ariane-5ECA (Ariespace)
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

Pictures of JCSAT-110R :

