



August 22, 2011
SKY Perfect JSAT Holdings Inc.

『Introduce the pleasure of SKY PerfectTV! to everyone.』

BS SKY PerfectTV ! (BS- 241ch)

To be started “BS SKY PerfectTV!” at 11:00 a.m. on October 1

<One-year charge-free campaign>

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 the new BS digital broadcasting service “BS SKY PerfectTV!” (BS-241ch) on October 1, 2011

『Introduce the pleasure of SKY PerfecTV! to everyone.』
BS SKY PerfecTV! (BS-241ch)

To be started “BS SKY PerfecTV!” at 11:00 a.m. on October 1
<One-year charge-free campaign>

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 launch the new BS digital broadcasting service “BS SKY PerfecTV!” (BS-241ch) on October 1, 2011.

■ **Start of the new BS digital broadcasting service**

This year witnessed a milestone in the history of Japanese TV through the digitization on July 24. At the beginning of the new age in which the value, meanings, and necessity of TV broadcasting are tested, SKY Perfect JSAT will start “BS SKY PerfecTV!” on October 1 this year, by utilizing the knowledge accumulated for 16 years since the launch of our service.

SKY Perfect JSAT, which has cultivated the multichannel pay TV market for enabling “customers to choose what they want to watch,” has offered the service with the largest number of channels in Japan and has released the Japan’s first 3D channel, to reform the Japanese broadcasting culture.

SKY Perfect JSAT will impress customers throughout Japan with the exciting, powerful, and realistic program contents of BS SKY PerfecTV!, and spearhead the TV broadcasting of the new age as the leading company in the multichannel pay TV field.

■ **What is BS SKY PerfecTV!?**

We will prepare the enriched lineup characteristic of BS SKY PerfecTV!, such as newsy exclusive killer contents and popular CS programs. This includes our original contents such as “34-hour Uplifting TV,” which commemorates the start of BS SKY PerfecTV!, the original variety show “BAZOOKA!!!,” and “Oh! Debbie,” which is the original serial drama commemorating the launch of BS SKY PerfecTV!. In addition to these, we plan to air the popular CS programs and collaborative programs in cooperation with each broadcaster.

■ **One-year charge-free campaign**

In order to make a lot of people know BS SKY PerfecTV! under the slogan “Introduce the pleasure of SKY PerfecTV! to everyone,” SKY Perfect JSAT will conduct the campaign in which the customers who have subscribed to this service by telephone or online will be able to watch our programs free of charge from October 1, 2011 to Sep. 30, 2012.

■ **Websites introducing BS SKY PerfecTV!**

PC <http://www.bs-sptv.com/> Mobile <http://mobile.skyperfectv.co.jp/e2/contents/bs-sptv/>