



September 2, 2011
SKY Perfect JSAT Holdings Inc.

Number of Subscribers as of the end of August 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 the number of subscribers*¹ as of the end of August 2011.



September 2, 2011
SKY Perfect JSAT Corporation

Number of Subscribers as of the end of August 2011

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Shinji Takada) announced the number of subscribers*1 as of the end of August 2011. For the three services of SKY PerfectTV!, SKY PerfectTV! e2 and SKY PerfectTV! HIKARI, the number of new subscribers was 59,054, the number of re-subscribers was 4,426 and net increase was 17,078. As the analog broadcasting ended, the demand for digital TV devices grew and the European soccer leagues started. In this circumstance, the total number of new subscribers and re-subscribers for the three services was healthy like the previous month. Especially, due to the increase in the new subscribers to SKY PerfectTV! e2, the total number of new subscriptions to the three services marked a record high in August.

Totals for SKY PerfectTV!, SKY PerfectTV! e2 and SKY PerfectTV! HIKARI	Subscribers
New Subscribers	59,054
Number of Re-registered Subscribers *2	4,426
Churn	46,402
Monthly Churn Rate *3	1.2%
Net Increase	17,078
Cumulative Total	3,767,815

* The cumulative number of SKY PerfectTV! and SKY PerfectTV! e2 subscribers is 3,652,730.

SKY PerfectTV!	Subscribers
New Subscribers *4	6,921
Number of Re-registered Subscribers *2	975
Churn	26,242
Monthly Churn Rate *3	1.2%
Net Increase	-18,346
Cumulative Total *5	2,101,585
SKY PerfectTV! e2	Subscribers
New Subscribers *6	48,283
Number of Re-registered Subscribers *2	3,451
Churn	18,089
Monthly Churn Rate *3	1.2%
Net Increase	33,645
Cumulative Total *7	1,551,145
SKY PerfectTV! HIKARI *8 (Multichannel Broadcasting Service)	Subscribers
New Subscribers *9	3,850
Number of Re-registered Subscribers *2	0
Churn	2,071
Monthly Churn Rate *3	1.8%
Net Increase	1,779
Cumulative Total *10	115,085

*1 Subscribers: Number of subscribers who concluded a pay-subscription agreement and have been actually paying subscription fees.

*2 Number of Re-registered Subscribers: Number of individuals who concluded a new pay-subscription agreement within one year of cancellation and have been actually paying subscription fees.

*3 Monthly Churn Rate: The following formula is used to calculate the monthly churn rate.

$$\text{Monthly Churn Rate} = \text{Churns during the current month} / \text{Total subscribers at the end of the previous month}$$

*4/*5 The number of new subscribers for SKY PerfecTV! HD in the current month is as follows (along with the cumulative total including the current month).

	New Subscribers	Cumulative Total
SKY PerfecTV! HD	5,938	509,084

The cumulative total includes 14,742 subscribers who switched from regular picture quality SKY PerfecTV! to SKY PerfecTV! HD during the month.

*6/*7 The number of new registrations for SKY PerfecTV! e2 retransmission services (provided by OptiCast Inc. using optical fibers) in the current month is as follows (along with the cumulative total including the current month).

The cumulative number of SKY PerfecTV! e2 retransmission service subscribers is included in the number of SKY PerfecTV! e2 subscribers (not included in the number of SKY PerfecTV! HIKARI).

	New Subscribers	Cumulative Total
SKY PerfecTV! e2 retransmission	4,323	85,032

*8 The multichannel broadcasting service in Fukuyama City, Hiroshima Prefecture, jointly operated with Energia Communications, Inc. and the channel lease service in Achi Village, Nagano Prefecture, and Ena City, Gifu Prefecture that uses available fiber-optic network bandwidth will remain under the name of HIKARI PerfecTV!.

*9/*10 The number of new subscribers during the month and cumulative total based on SKY PerfecTV! HIKARI HD tuners are as follows:

	New Subscribers	Cumulative total
Number based on SKY PerfecTV! HIKARI HD tuners	3,818	48,215

The cumulative total includes 277 subscribers who switched from regular picture quality tuners to HD tuners during the month.

●Number of households connected to SKY PerfecTV! HIKARI (as of the end of August 2011)

	Cumulative Total
Number of households connected to SKY PerfecTV! HIKARI	1,165,582

The number means the number of households to which we provide the broadcasting service (retransmission or multichannel broadcasting service) to be billed at the end of the month. This number does not include the multichannel broadcasting services provided by utilizing the available bandwidth in the optical fiber network possessed by Cable City Yokohama, Achi Village in Nagano Prefecture, Ena City in Gifu Prefecture and others.