

SKY Perfect JSAT Holdings Inc.

News Release



SKY Perfect JSAT
Holdings Inc.

September 26, 2011

SKY Perfect JSAT Holdings Inc.

Notice of Organizational Changes and Personnel Transfers

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer; Shinji Takada), a wholly owned subsidiary of SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; Representative Director, President: Shinji Takada), today has announced that notice of organizational changes and personnel transfers will take effect from October 1, 2011.

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SKY Perfect JSAT Corporation

Notice of Organizational Changes and Personnel Transfers

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer; Shinji Takada) today has announced that notice of organizational changes and personnel transfers will take effect from October 1, 2011.

1) Organizational Changes

Facilities Management & Administration Division of Engineering & Operations Group will be abolished and Mediacy Management & Administration Division and Satellite Facilities Management & Administration Division will be newly established.

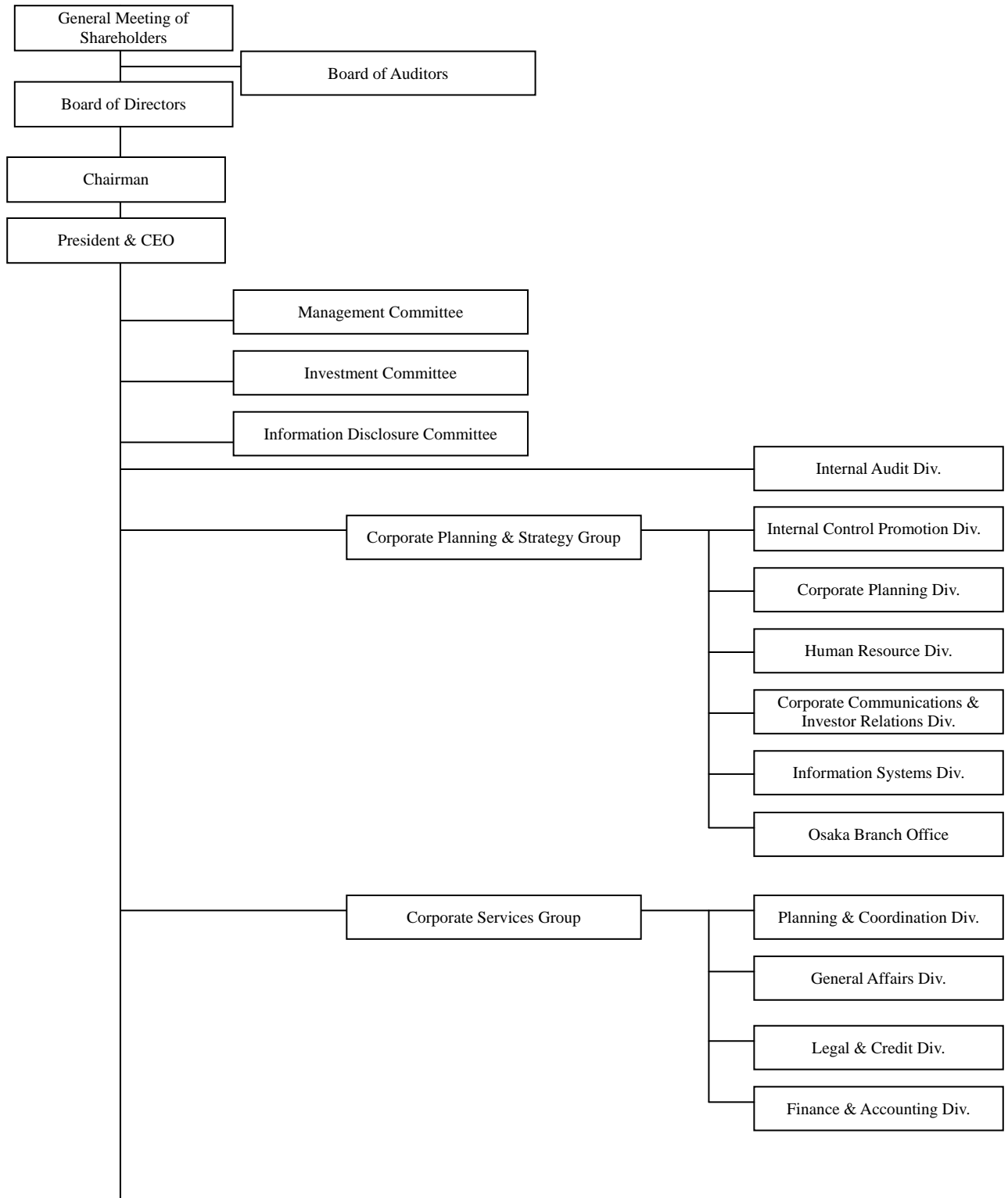
We will divide and rebuild the function of Facilities Management & Administration Division to extend to both Multichannel Pay TV Business and Space & Satellite Business, and Mediacy Management & Administration Division will have a role in the duties of the facilities related to Multichannel Pay TV Business and Satellite Facilities Management & Administration Division will have a role in the duties of the facilities related to Space & Satellite Business.

2) Transfers of Personnel

New Assignment	New position	Previous position
Masami Sugai	General Manager Mediacy Management & Administration Division SKY PerfecTV ! Tokyo Media Center Engineering & Operations Group	General manager Facilities Management & Administration Division SKY PerfecTV ! Tokyo Media Center Engineering & Operations Group
Tetsuya Segawa	General Manager Satellite Facilities Management & Administration Division Engineering & Operations Group	Deputy General Manager Facilities Management & Administration Division Engineering & Operations Group
Takamasa Akashi	General Manager Business Development Division Space & Satellite Business Group Space & Satellite Business Group	Acting General Manager Facilities Management & Administration Division Engineering & Operations Group

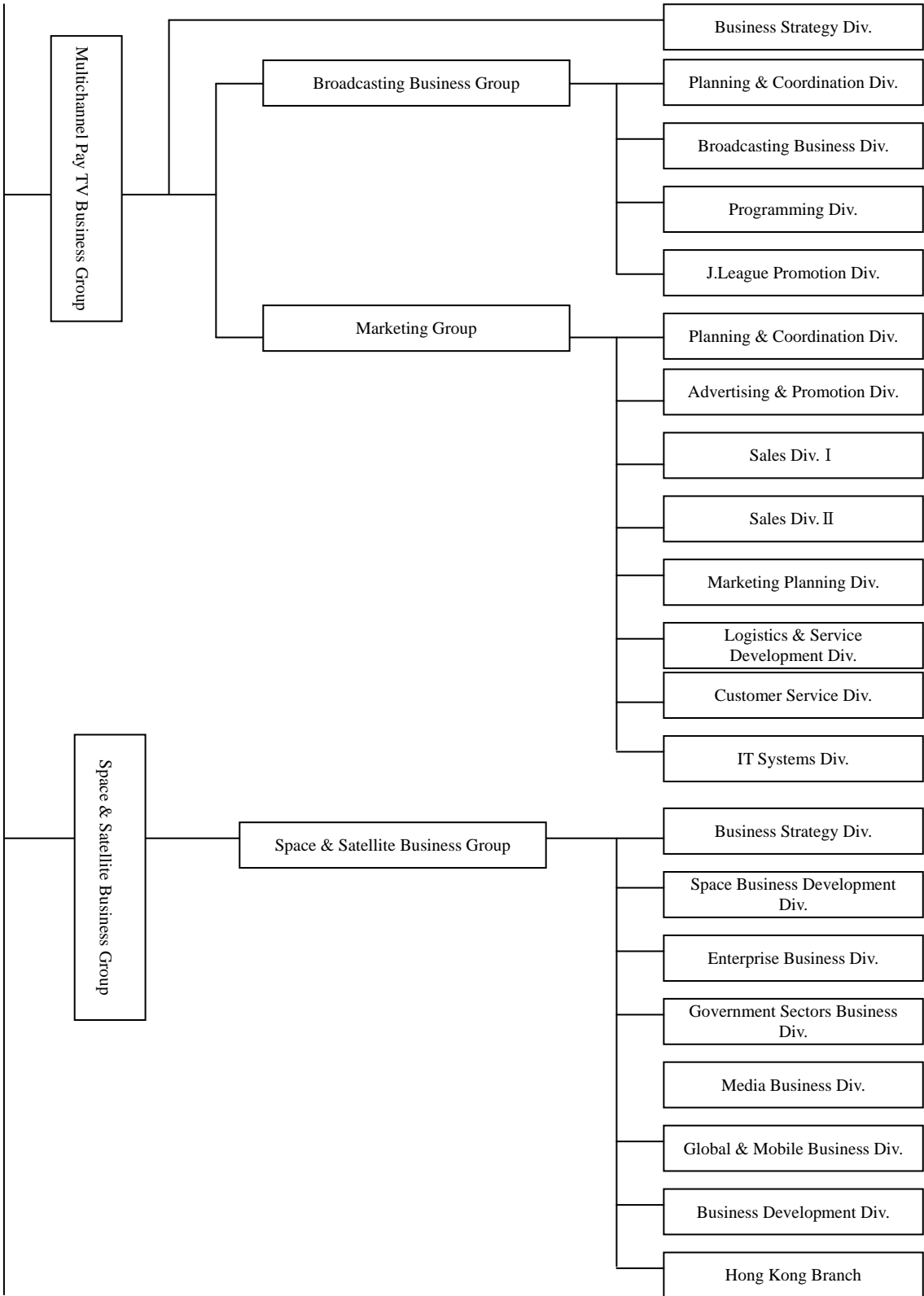
(Attachment: Reference)

<SKY Perfect JSAT Corporation Organization Chart (Effective October 1, 2011)>



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