

SKY Perfect JSAT Holdings Inc.

News Release



SKY Perfect JSAT
Holdings Inc.

October 4, 2011

SKY Perfect JSAT Holdings Inc.

Number of Subscribers as of the end of September 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 September 2011.



October 4, 2011

SKY Perfect JSAT Corporation

Number of Subscribers as of the end of September 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 September 2011.

For the three services of SKY PerfecTV!, SKY PerfecTV! e2 and SKY PerfecTV! HIKARI, the number of new subscribers was 46,969, the number of re-subscribers was 4,455 and net increase was 389.

The sales promotion measures using the contents such as historical dramas were successful, and so the number of new subscribers and re-subscribers grew steadily and the total number increased. In this fiscal year, the number of new subscribers for the second quarter (July to September) marked a record high for the same period.

| Totals for SKY PerfecTV!, SKY PerfecTV! e2 and SKY PerfecTV! HIKARI | Subscribers |
|---|------------------|
| New Subscribers | 46,969 |
| Number of Re-registered Subscribers ^{*2} | 4,455 |
| Churn | 51,035 |
| Monthly Churn Rate ^{*3} | 1.4% |
| Net Increase | 389 |
| Cumulative Total | 3,768,204 |

* The cumulative number of SKY PerfecTV! and SKY PerfecTV! e2 subscribers is 3,652,195

| SKY PerfecTV! | Subscribers |
|--|------------------|
| New Subscribers ^{*4} | 5,511 |
| Number of Re-registered Subscribers ^{*2} | 946 |
| Churn | 25,731 |
| Monthly Churn Rate ^{*3} | 1.2% |
| Net Increase | -19,274 |
| Cumulative Total ^{*5} | 2,082,311 |
| SKY PerfecTV! e2 | Subscribers |
| New Subscribers ^{*6} | 38,132 |
| Number of Re-registered Subscribers ^{*2} | 3,506 |
| Churn | 22,899 |
| Monthly Churn Rate ^{*3} | 1.5% |
| Net Increase | 18,739 |
| Cumulative Total ^{*7} | 1,569,884 |
| SKY PerfecTV! HIKARI ^{*8} (Multichannel Broadcasting Service) | Subscribers |
| New Subscribers ^{*9} | 3,326 |
| Number of Re-registered Subscribers ^{*2} | 3 |
| Churn | 2,405 |
| Monthly Churn Rate ^{*3} | 2.1% |

| | |
|---------------------------------|----------------|
| Net Increase | 924 |
| Cumulative Total ^{*10} | 116,009 |

*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 | 4,719 | 524,500 |

The cumulative total includes 13,601 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 | 3,627 | 87,622 |

*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 | 3,305 | 50,397 |

The cumulative total includes 224 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 September 2011)

| | Cumulative Total |
|--|------------------|
| Number of households connected to SKY PerfecTV! HIKARI | 1,182,291 |

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.