

November 15, 2011

SKY Perfect JSAT Holdings Inc.

## **Agreement on Acquisition of Broadcast Rights for Five Seasons of J1 / J2 League Games from 2012 to 2016**

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., and the Japan Professional Football League (located: Bunkyo-ku, Tokyo; Chairman: Kazumi Ohigashi) agreed upon the acquisition of broadcast rights for five seasons of J1 and J2 League games spanning from 2012 to 2016.



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### **SKY PerfectTV! will continue to broadcast all J1 and J2 League games!**

Today, SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Shinji Takada) and the Japan Professional Football League (located: Bunkyo-ku, Tokyo; Chairman: Kazumi Ohigashi) agreed upon the acquisition of broadcast rights for five seasons of J1 and J2 League games spanning from 2012 to 2016.

SKY PerfectTV! has broadcast all J1 and J2 League games over the last five years since the 2007 season. Going forward as well, SKY PerfectTV! would like to contribute to the development of the J. League and Japanese soccer culture as the "J. League Official Broadcasting Partner."

#### **Comment from Chairman Ohigashi**

"I am very pleased that the broadcast rights contract with SKY Perfect JSAT has been extended for five years. SKY PerfectTV!, which broadcasts all J1 and J2 League games, is deeply entwined in the day to day lives of all the fans and supporters who love the J. League, and I believe they are also extremely happy that this contract has been extended.

Next year, the J. League will reach the milestone of its 20<sup>th</sup> league series. During these 20 years, what was initially only 10 clubs has expanded to 38, and even today there is no end in sight to the clubs that are striving to join the J. League. During our growth, SKY PerfectTV! has broadcast all of our games on multiple channels, and its existence has been indispensable.

I am looking forward to receiving extensive cooperation from SKY PerfectTV! on developing the J. League and Japanese soccer through live broadcasts that are just like being in the stadium and substantial amounts of related programming."

#### **Comment from President Takada**

"I am extremely happy to have received the broadcast rights for five J. League seasons.

Our company has broadcast all J1 and J2 League games since 2007. While the J. League is growing to be very important flagship content for our company, the close partnership that has been built with the J. League and each club is an irreplaceable asset for our company. We would like to contribute to the further development and spread of the J. League as the J. League official broadcasting partner."