



February 13, 2012

SKY Perfect JSAT Holdings Inc.

**Obtained the exclusive media rights to broadcast the matches of
“UEFA Champions League” and “UEFA Europe League”
from 2012 to 2015 in Japan
(12/13 Season to 14/15 Season)**

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 obtained the exclusive media rights to broadcast the matches of “UEFA Champions League” and “UEFA Europe League” from 2012 to 2015 in Japan (12/13 Season to 14/15 Season).

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matches of “UEFA Champions League” and “UEFA Europe
League” from 2012 to 2015 in Japan
(12/13 Season to 14/15 Season)**

SKY Perfect JSAT Corporation (Head office: Minato-ku, Tokyo; President & Chief Executive Officer: Shinji Takada) has obtained the exclusive media rights to broadcast the 3 seasons from 12/13 Season of “UEFA Champions League (UCL)” and “UEFA Europe League (UEL)” through TV and mobile devices, and IP rights (for video-on-demand and live broadcasting services) in Japan.

Before the knock-out round of UCL11/12, which will be started tomorrow, we have decided to acquire the exclusive media rights to broadcast the incoming 3 seasons of UCL and UEL. SKY PerfectTV! has aired all of the 125 games of UCL from the opening of 03/04 Season, and is scheduled to broadcast all of the 125 games of UCL for 12/13 to 14/15 Seasons in a high definition format. In this season, we will broadcast the games of UCL and UEL, the preliminary games of UCL “UEFA Champions League Playoff,” and the game between the UCL and UEL champions “UEFA Super Cup.” To live up to the expectations of many soccer fans, we will broadcast the top-class plays of European soccer in this season with an overwhelming scale that can be realized by SKY PerfectTV! only. From this season, we will offer the broadcast-linked video-on-demand service for multimedia devices “SKY PerfectTV! On-Demand” for a fee. We hope that you will keep looking forward to the broadcasting services of SKY PerfectTV! which you can enjoy in various situations.

【Outline of the broadcasting】

■ UEFA Champions League

All of 125 games are scheduled to be aired in a high definition format, mainly live broadcasting.

■ UEFA Europe League

The games of the teams to which Japanese players belong and leading teams are scheduled to be aired.

■ UEFA Champions League Playoff

Mainly eye-catching games among a total of 20 games will be aired.

■ UEFA Super Cup

It will be broadcasted live.

* The detailed schedules will be announced through our official website (URL: <http://www.skyperfectv.co.jp/>) and EPG, etc.

The official twitter of SKY PerfectTV! provides a variety of tips about mainly our programs.

URL: http://twitter.com/sptv_PR