



Regarding the establishment of Okinawa Customer Center of SKY Perfect Customer-relations Corporation

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 establishment of Okinawa Customer Center of SKY Perfect Customer-relations Corporation.



**Regarding the establishment of Okinawa Customer Center of
SKY Perfect Customer-relations Corporation**

SKY Perfect Customer-relations Corporation (Head office: Yokohama-shi, Kanagawa Prefecture; President: Keiichiro Demizu; hereinafter referred to as “SPCC”), which is a 100% subsidiary of SKY Perfect JSAT Corporation (Head office: Minato-ku, Tokyo; President & Chief Executive Officer: Shinji Takada; hereinafter referred to as “SKY Perfect JSAT”), established a customer center (Okinawa Center) in Naha-shi, Okinawa Prefecture, and started its operation on April 20, 2012.

SPCC is in charge of the management of the subscribers to “SKY PerfecTV!,” which is a multichannel pay TV service of SKY Perfect JSAT. It operates customer centers in Sapporo and Tokyo Metropolitan Area, to deal with a variety of inquiries and new applications from the customers or subscribers of SKY PerfecTV! This time, SPCC has constructed Okinawa Center, to offer customer support services at 3 centers. The functions of Tokyo Metropolitan Area Center will be dispersed to Okinawa and Sapporo Centers, and the communication with customers will be made by Okinawa and Sapporo Centers. Tokyo Metropolitan Area Center will have the head office functions and control all centers.

These 3 centers achieve smooth communication with customers, by connecting with one another through an exclusive network and conducting multi-operation in cooperation. From the viewpoint of business continuity plans (BCPs), distribution of centers allows customers to contact without anxiety.

SKY Perfect JSAT and SPCC aim to develop simple, understandable customer centers and improve the communication with customers, to make SKY PerfecTV! more enjoyable.

1. Outline of SPCC Okinawa Center

(1) Location: Naha-shi, Okinawa Prefecture

(2) Number of booths: 140 booths initially, 340 booths 1 year later.

(3) Tasks: To handle the applications for the new subscription to “SKY PerfecTV!,” the multichannel pay TV service, and the inquiries from customers

2. Outline of SKY Perfect Customer-relations Corporation (As of April 20, 2012)

- (1) Corporate name: SKY Perfect Customer-relations Corporation
- (2) Representative: President Keiichiro Demizu
- (3) Address: Yokohama-shi, Kanagawa Prefecture
- (4) Established: December 22, 1999
- (5) Major business contents: Management of the customers of the multichannel pay TV service
- (6) Fiscal term: March
- (7) Number of employees: about 540
- (8) Capital: 100 million yen