

SKY Perfect JSAT Holdings Inc.

News Release



SKY Perfect JSAT
Holdings Inc.

May 10, 2012
SKY Perfect JSAT Holdings Inc.

Serie A 12/13 season to be broadcasted!

- Start of the live broadcasting of the entire match via VOD for the first time in Japan -

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 to the broadcast decision of the Italian professional soccer league “Serie A” 12/13 season.

Serie A 12/13 season to be broadcasted!

- Start of the live broadcasting of the entire match

via VOD for the first time in Japan -

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Shinji Takada) decided to air the Italian professional football league “Serie A” 12/13 season.

Serie A is the most prestigious league in the world where competitive teams compete. This season fascinated fans with a lot of topics, including Juventus winning the scudetto for the first time in nine seasons and the performance of Yuto Nagatomo of Internazionale Milano. The 12/13 season of the Serie A will be broadcasted by SKY PerfectTV! In the 12/13 season scheduled to begin in August, we plan to live broadcast over three games per section, mainly the games of competitive teams and the teams in which Japanese players are enrolled, to enable viewers to watch world-class performance.

In the 12/13 season, we plan to live broadcast two games per section via the interactive video-on-demand service for multi-devices “SKY PerfectTV! On-Demand” (<http://vod.skyperfectv.co.jp/>). The VOD service for broadcasting the entire match of Serie A is the first in Japan. With a smartphone, a PC, or a tablet PC, you can enjoy watching Serie A easily anywhere.

In addition, SKY PerfectTV! prepares the reviews of the 11/12 season of Serie A and encore broadcasting, etc. as the off-season services. Please enjoy them, too.

* The detailed broadcasting schedule will be announced through our official website (URL: <http://soccer.skyperfectv.co.jp/serie>) and EPG (electronic program guide), etc.

This news release is included in this site, too.

”SKY PerfectTV! Entertainment Information Hall” URL : <http://blogs.skyperfectv.co.jp>