



May 16, 2012

SKY Perfect JSAT Holdings Inc.

Notice Regarding Successful Launch of The JCSAT-13 Communications Satellite

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 successful launch of the JCSAT-13 communications satellite.

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SKY Perfect JSAT Corporation

Notice Regarding Successful Launch of The JCSAT-13 Communications Satellite

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President and Chief Executive Officer: Shinji Takada; “SKY Perfect JSAT”), announces the successful launch of the JCSAT-13 communications satellite. Details are as follows.

JCSAT-13 was launched aboard Ariespace’s Ariane5 launch vehicle from Guiana Space Centre at 7:13 a.m. on May 16, 2012 Japan Standard Time. The satellite was separated from the launch vehicle at 7:39 a.m. JST and signal was acquired at 8:20 a.m. JST.

Following in-orbit testing, JCSAT-13 will provide “SKY Perfec TV!” digital broadcasting service to Japan as the replacement satellite of JCSAT-4A.

JCSAT-13 has 44 Ku-band high power transponders for Japan beam, Southeast Asia beam, and two steerable beams to provide extensive coverage over Asia and Oceania.

Making full use of JCSAT-13, SKY Perfect JSAT intends to boost our global businesses in new and emerging markets.

1. Launch date and time	Wednesday, May 16, 2012 7:13 a.m. (JST)
2. Launch site	Guiana Space Centre, French Guiana
3. Launch vehicle	Ariane5 (Ariespace)
4. Satellite bus	A2100AX (Lockheed Martin Corporation)
5. Satellite specifications	(1) Frequencies: Ku band (2) Transponders: 44 Ku-band transponders (3) Coverage area: Japan Beam/Japan Southeast Asia Beam/Indonesia, Malaysia etc. Steerable Beams/Middle and Near East, South West Asia (India, Pakistan etc.), Oceania (Australia, New Zealand etc.) (4) Design lifetime: 15 years
6. Planned orbital slot	124 degrees East longitude