



June 4, 2012

SKY Perfect JSAT Holdings Inc.

Number of Subscribers as of the end of May 2012

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 number of subscribers*¹ as of the end of May 2012.

*1 Subscribers: Subscribers who concluded a pay-subscription agreement and have been actually paying subscription fees.



Number of Subscribers as of the end of May 2012

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Shinji Takada) announced the number of subscribers^{*1} as of the end of May 2012.

For the three services of SKY PerfectTV!, SKY PerfectTV! e2 and SKY PerfectTV! HIKARI, the number of new subscribers was 50,833, the number of re-subscribers was 5,121 and the number of churn was 63,887.

As the subscriptions due to the opening of the professional baseball and J-League in the spring subsided, the numbers of new subscribers and re-subscribers decreased from the previous month. Also, the number of churn increased due to the closing of the European soccer seasons. As a result, the net increase in the total number of subscribers to the 3 services was -7,933.

| Totals for SKY PerfectTV!, SKY PerfectTV! e2 and SKY PerfectTV! HIKARI | Subscribers |
|------------------------------------------------------------------------------|------------------|
| New Subscribers | 50,833 |
| Re-registered Subscribers ^{*2} | 5,121 |
| Churn | 63,887 |
| Monthly Churn Rate ^{*3} | 1.7% |
| Net Increase | -7,933 |
| Cumulative Total | 3,836,883 |

* The cumulative number of SKY PerfectTV! and SKY PerfectTV! e2 subscribers is 3,723,497

| SKY PerfectTV! | Subscribers |
|-----------------------------------------------------------------------------|------------------|
| New Subscribers ^{*4} | 6,151 |
| Re-registered Subscribers ^{*2} | 775 |
| Churn | 30,597 |
| Monthly Churn Rate ^{*3} | 1.6% |
| Net Increase | -23,671 |
| Cumulative Total ^{*5} | 1,922,385 |
| SKY PerfectTV! e2 | Subscribers |
| New Subscribers ^{*6} | 43,033 |
| Re-registered Subscribers ^{*2} | 4,345 |
| Churn | 31,287 |
| Monthly Churn Rate ^{*3} | 1.8% |
| Net Increase | 16,091 |
| Cumulative Total ^{*7} | 1,801,112 |
| SKY PerfectTV! HIKARI ^{*8} (Multichannel Broadcasting Service) | Subscribers |
| New Subscribers ^{*9} | 1,649 |
| Re-registered Subscribers ^{*2} | 1 |
| Churn | 2,003 |
| Monthly Churn Rate ^{*3} | 1.8% |
| Net Increase | -353 |
| Cumulative Total ^{*10} | 113,386 |

*1 Subscribers: Number of subscribers who concluded a pay-subscription agreement and have been actually paying subscription fees.

*2 Number of Re-registered Subscribers: Number of individuals who concluded a new pay-subscription agreement within one year of cancellation and have been actually paying subscription fees.

*3 Monthly Churn Rate: The following formula is used to calculate the monthly churn rate.

$$\text{Monthly Churn Rate} = \text{Churns during the current month} / \text{Total subscribers at the end of the previous month}$$

*4/*5 The number of new subscribers for SKY PerfecTV! HD in the current month is as follows (along with the cumulative total including the current month).

| | New Subscribers | Cumulative Total |
|------------------|-----------------|------------------|
| SKY PerfecTV! HD | 5,558 | 680,870 |

The cumulative total includes 22,487 subscribers who switched from regular picture quality SKY PerfecTV! to SKY PerfecTV! HD during the month.

*6/*7 The number of new registrations for SKY PerfecTV! e2 retransmission services (provided by OptiCast Inc. using optical fibers) in the current month is as follows (along with the cumulative total including the current month).

The cumulative number of SKY PerfecTV! e2 retransmission service subscribers is included in the number of SKY PerfecTV! e2 subscribers (not included in the number of SKY PerfecTV! HIKARI).

* From FY2012, a method for counting new subscribers and cumulative number of subscribers was changed. It doesn't affect the total number of subscribers to SKY PerfecTV! e2.

| | New Subscribers | Cumulative Total |
|---------------------------------|-----------------|------------------|
| SKY PerfecTV! e2 retransmission | 2,546 | 88,291 |

*8 The multichannel broadcasting service in Fukuyama City, Hiroshima Prefecture, jointly operated with Energia Communications, Inc. and the channel lease service in Achi Village, Nagano Prefecture, and Ena City, Gifu Prefecture that uses available fiber-optic network bandwidth will remain under the name of HIKARI PerfecTV!.

*9/*10 The number of new subscribers during the month and cumulative total based on SKY PerfecTV! HIKARI HD tuners are as follows:

| | New Subscribers | Cumulative total |
|------------------------------------------------|-----------------|------------------|
| Number based on SKY PerfecTV! HIKARI HD tuners | 1,630 | 61,626 |

The cumulative total includes 928 subscribers who switched from regular picture quality tuners to HD tuners during the month.

●Number of households connected to SKY PerfecTV! HIKARI (as of the end of May 2012)

| | Cumulative Total |
|--------------------------------------------------------|------------------|
| Number of households connected to SKY PerfecTV! HIKARI | 1,307,164 |

The number means the number of households to which we provide the broadcasting service (retransmission or multichannel broadcasting service) to be billed at the end of the month. This number does not include the multichannel broadcasting services provided by utilizing the available bandwidth in the optical fiber network possessed by Cable City Yokohama, Achi Village in Nagano Prefecture, Ena City in Gifu Prefecture and others.