



January 17, 2013

SKY Perfect JSAT Holdings Inc.

Terminating Standard-Definition Broadcasts in Alignment with Updating the Broadcasting Format for the SKY Perfect Premium Service

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 schedule for terminating standard-definition broadcasts in alignment with updating the broadcasting format for the SKY Perfect Premium Service.

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Terminating Standard-Definition Broadcasts in Alignment with Updating the Broadcasting Format for the SKY Perfect Premium Service

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Shinji Takada; “SKY Perfect JSAT”) hereby announces the schedule for terminating standard-definition broadcasts by MPEG-2 in alignment with updating the broadcasting format for the SKY Perfect Premium Service.

SKY Perfect JSAT is proactively forging ahead with establishing high-definition broadcasting for our SKY Perfect Premium Service. We will update for this service from MPEG-2 to H.264 our broadcasting format in order to provide an even better viewing environment for our customers. The schedule for terminating the standard-definition format by MPEG-2 is provided below.

■ Channels for which broadcasting will end: SKY Perfect Premium Service

Channels in the 100s, 200s, 300s and 700s, and Ch.900 to Ch.917

Excluding [Better life] on channel 216, [Select Shopping Ch.217] on channel 217, [Shop Channel] on Ch.220, and [QVC] on Ch.222.

■ Date of Channel Termination: May 31, 2014 (Saturday)

While the above-mentioned standard-definition broadcasts by MPEG-2 will be terminated, the same programs will continue to be broadcast in high-vision on channels in the 500s, 600s and Ch.942 to Ch.975. (Including standard-definition broadcasts by H.264) You can continue to enjoy these programs by replacing your tuner with the Premium Service tuner and renewing your contract. The music radio programs on channels in the 400s will continue to be broadcast on the same channels.

We will keep you informed of details via the member magazine and DMs, etc. in the future.

SKY Perfect JSAT will continue striving to provide you with a wide variety of interesting channels at even higher levels of resolution, and create new moving experiences through our multi-channel services.