

SKY Perfect JSAT Holdings Inc.

News Release



SKY Perfect JSAT
Holdings Inc.

March 26, 2013

SKY Perfect JSAT Holdings Inc.

Organizational Changes and a Personnel Transfer at a Subsidiary

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer; Shinji Takada), a wholly owned subsidiary of SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; Representative Director, President: Shinji Takada), today has announced that organizational changes and a personnel transfer will take effect from April 1, 2013.

March 26, 2013

SKY Perfect JSAT Corporation

Organizational Changes and a Personnel Transfer

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer; Shinji Takada) today has announced that organizational changes and a personnel transfer will take effect from April 1, 2013.

1) Organizational Changes

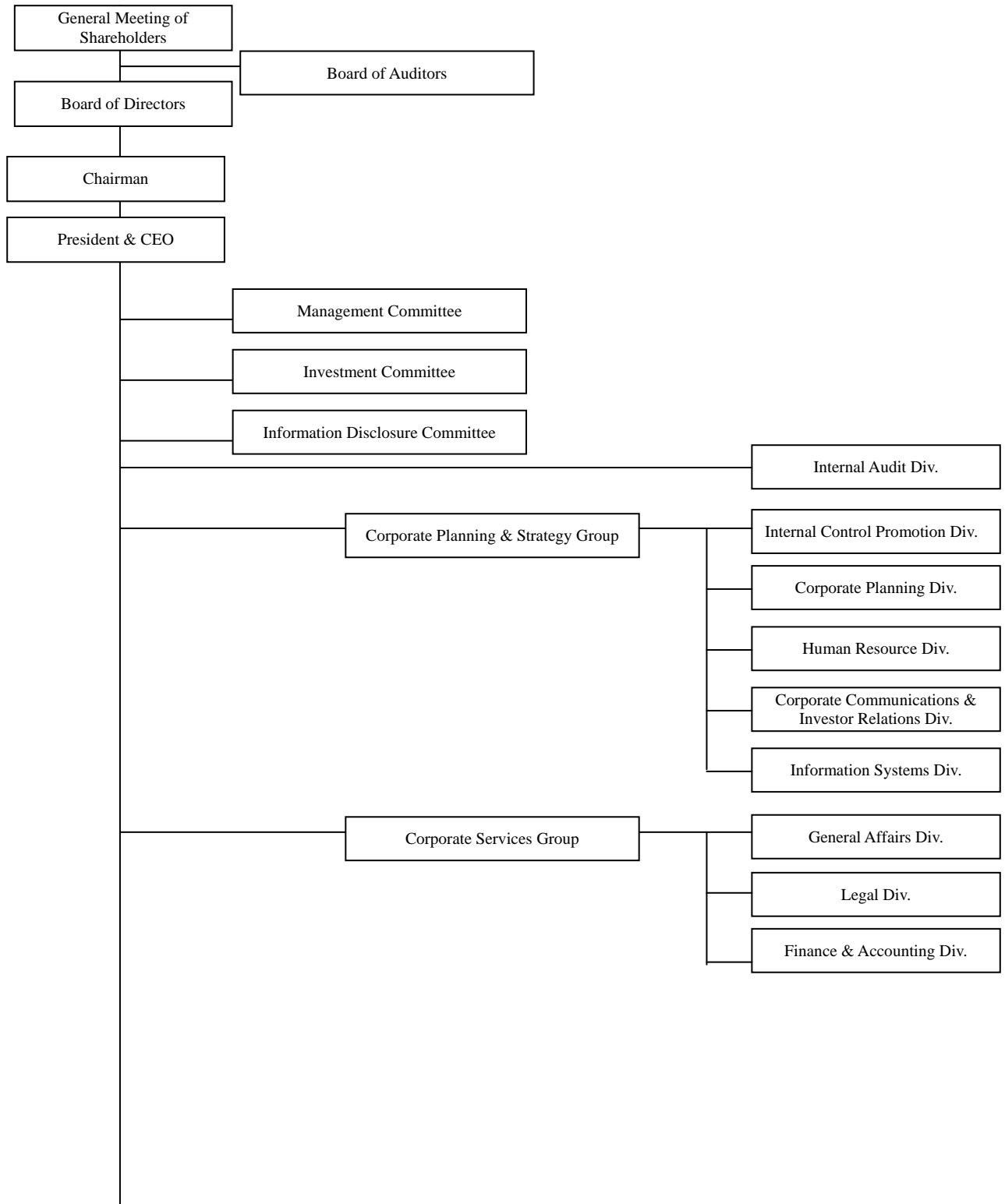
As a specialized organization for promoting measures related to SKY PerfecTV! Premium Service product planning, encouraging subscribers to switch to the service, and acquirement/maintenance of subscription, Premium Service Promotion Division will be newly established directly under Multichannel Pay TV Business Group.

2) Transfer of Personnel

New Assignment	New position	Previous position
Toru Ueda	General Manager Premium Service Promotion Division Multichannel Pay TV Business Group	General Manager Sales Division II Marketing Group Multichannel Pay TV Business Group
Hisayasu Karakisawa	General Manager Sales Division I & II Marketing Group Multichannel Pay TV Business Group	General Manager Sales Division I Marketing Group Multichannel Pay TV Business Group

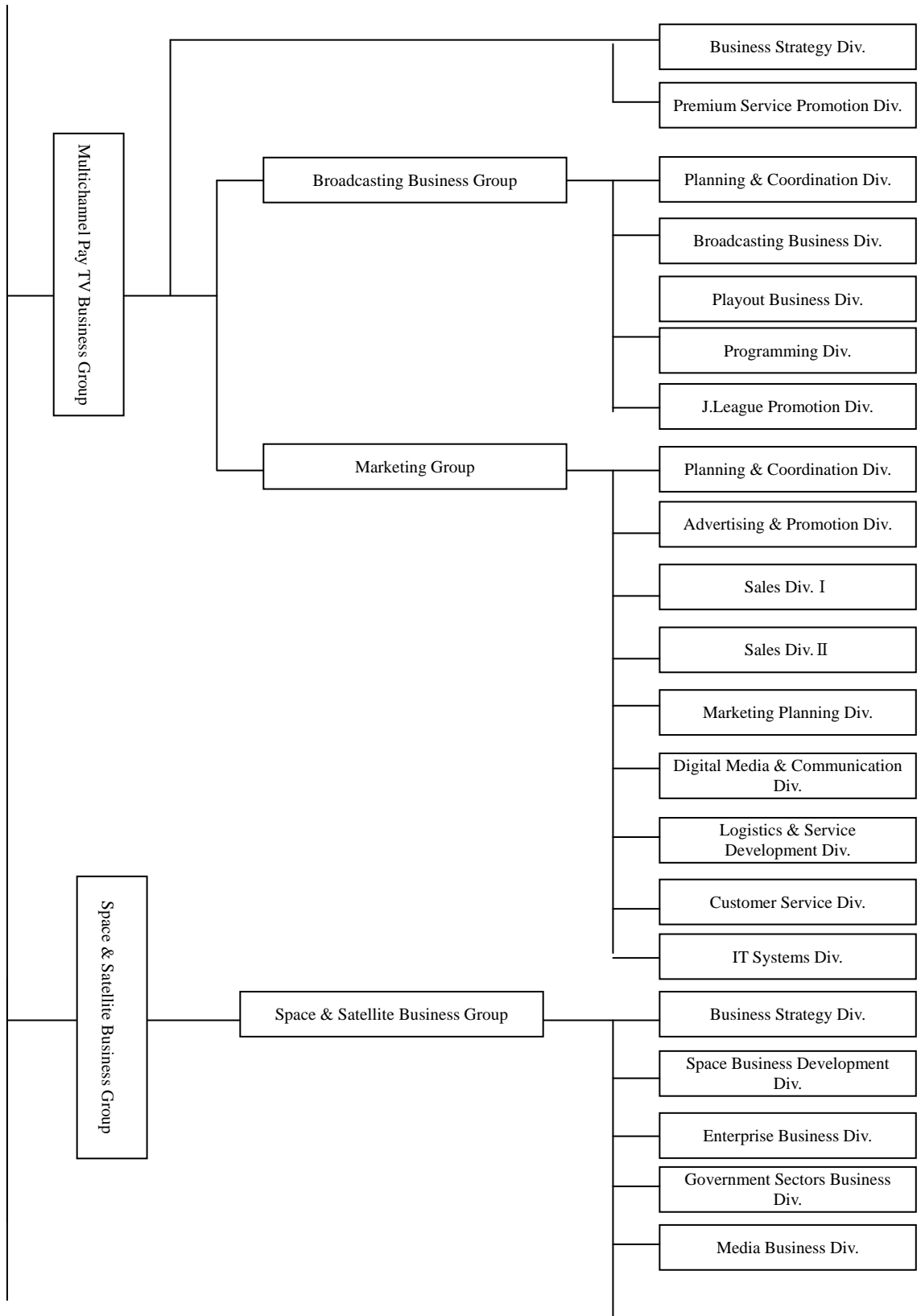
(Attachment: Reference)

<SKY Perfect JSAT Corporation Organization Chart (Effective April 1, 2013)>



(continued on next page)

(continued from prior page)



(continued on next page)

(continued from prior page)

