



September 25, 2014

SKY Perfect Holdings Inc.

**Opening of Special Channels for 4K on Sunday, March 1, 2015
Two Channels Start Simultaneously on the SKY PerfecTV! Premium Service**

SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; Representative Director, President: Shinji Takada) announces 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 regarding Opening of Special Channels for 4K on the SKY PerfecTV! Premium Service in March, 2015.



Opening of Special Channels for 4K on Sunday, March 1, 2015 Two Channels Start Simultaneously on the SKY PerfecTV! Premium Service

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Shinji Takada) will simultaneously open two new channels, the world's first dedicated 4K channels, on the SKY PerfecTV! Premium Service on Sunday, March 1, 2015.

These dedicated 4K pay TV channels will be managed entirely by SKY Perfect JSAT, which offers the SKY PerfecTV! Premium Service platform. The two dedicated 4K SKY PerfecTV! channels will broadcast J-League matches (every J-League match is broadcast on SKY PerfecTV! channels), other sports, movies, live concerts, and more between them. SKY Perfect JSAT intends to broadcast the shows its viewers will enjoy seeing. These dedicated 4K channels can be seen with the 4K-broadcast-supported SKY PerfecTV! Premium Service tuners currently on sale, and those that will be on sale in the future. In addition, subscription fees for these channels, channel names, channel numbers, etc. are still being considered, and will be announced in the future.

As a member of the Next Generation Television & Broadcasting Promotion Forum (NexTV-F) since the forum's establishment, SKY Perfect JSAT has striven to provide advanced broadcast services to its viewers. Management and content production for Channel 4K (currently under trial broadcast) is being pursued with the utmost diligence. Using the considerable experience SKY Perfect JSAT has built up, the newly opened dedicated 4K channels will add additional value to the SKY PerfecTV! Premium Service, providing viewers with even higher visual quality.

SKY Perfect JSAT actively pursues the latest technology, adapting it to its multichannel broadcasting to provide varied and high-quality visuals for its viewers.