

March 25, 2014  
SKY Perfect JSAT Corporation

Basic Agreement Reached on an Asian Partnership Contract for the Television  
Broadcast of the 2014 Japanese Championship Super Formula Series  
—Races to be Broadcast on WAKUWAKU JAPAN—

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Shinji Takada) has reached a basic agreement with Japan Race Promotion Inc. (Head Office: Chiyoda-ku, Tokyo; President: Hiroshi Shirai) for concluding an Asian Partnership Contract for the television broadcast of the 2014 Japanese Championship Super Formula Series.

The basic agreement for the Asian Partnership Contract means that SKY Perfect will acquire the rights to broadcast all seven of the 2014 Super Formula Series races, due to begin on April 12 (Saturday), 2014, over the course of one year, with the races being broadcast in Indonesia by the overseas WAKUWAKU JAPAN channel operated by SKY Perfect. The first race final taking place on April 13 (Sunday) is scheduled to be broadcast live.

We believe that displaying the appeal of Japan's technological expertise and motor sports through Super Formula broadcasts, which are jammed-packed with the technology of which Japan is justly proud, will significantly contribute to the Cool Japan, Visit Japan and other initiatives that are currently being promoted. We are also planning a wide range of other promotional activities through this Super Formula partnership in Indonesia.

WAKUWAKU JAPAN is a channel targeting the overseas broadcast of Japanese content in local languages 24 hours a day. It began operations in Indonesia on February 22, 2014, and preparations are currently underway to open broadcasting stations in other Southeast Asian countries.

Super Formula is a business project aiming to increase the presence of automobiles and Japan-made vehicles in Asia through the medium of race activities. We have high hopes that the contract concluded between both companies will produce a synergizing effect on the Asian stage.

In future, SKY Perfect JSAT will continue to display the many attractions of Japan to the people of Indonesia and other countries via broadcasts on WAKUWAKU JAPAN. We are also proceeding with establishing collaborative agreements with companies and local authorities involved in various fields of business that are expanding overseas.

WAKUWAKU JAPAN official website: <http://www.wakuwaku-japan.tv/>