



DECEMBER 3, 2007

FOR IMMEDIATE RELEASE

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CHANNEL GINGA CO., LTD., ESTABLISHED

Television satisfaction for the baby-boomer generation

Tokyo, Japan -- Jupiter Telecommunications Co., Ltd. (J:COM; JASDAQ: 4817), the largest multiple system operator (MSO) in Japan, has announced the establishment of Channel Ginga Co., Ltd. Channel Ginga Co., Ltd., is the operating company of the Channel Ginga, which will launch in April 2008. Investors in the new company will include J:COM, another major cable TV company, and several strong content providers. This industry collaboration will revitalize the entire multi-channel market.

1. About Channel Ginga

Channel Ginga will begin broadcasting April 2008 via cable TV nation-wide and on e2 by SKY PerfecTV!¹ Channel Ginga is an entertainment channel designed to satisfy the curiosity of an intellectually mature audience. Broadcasting 24 hours a day in high-definition format, Channel Ginga offers a comprehensive selection of foreign and Japanese documentaries, travel shows, history and art, television dramas, period plays, entertainment, and many more genres that will appeal to the baby-boomer generation and beyond.

“We realize that approximately seven million post-war baby-boomers are about to retire, which will increase levels of television viewing, and as of yet, there are very few channels that cater to this audience,” said Kikujiro Shikano, President and Representative Director. “In recent years, television audience demand for deeply meaningful, yet highly satisfying, quality programming has steadily increased. So we’re excited to introduce Channel Ginga to meet the needs of our more senior audience.”

About one-third of broadcasting time will be taken up by a selection of programming from the NHK archives, including high-quality documentaries, period plays, and entertainment shows from the past. The remaining two-thirds of broadcasting time will be comprised of high-quality syndicated programming by Japanese commercial television, the British BBC, and three major US networks.

Further, the channel will include an original programming line-up, such as narrated shows and independent lifestyle productions aimed at adult viewers. With these, the company plans to increase satisfaction among existing customers, while continuing to develop a new customer niche.

¹ e2 by SKY PerfectTV! and some cable TV stations will broadcast in standard definition (SD). e2 by SKY PerfectTV! is operated by SKY Perfect Communications Inc. from a communications satellite at 110 degrees east longitude. It broadcasts high definition programming in genres such as sports, Japanese and Western movies, Japanese and overseas TV drama series, stage performances, documentaries and anime.

Channel Ginga Website Address: <http://www.ch-ginga.jp>

2. New Company Outline

(1) Company Name	Channel Ginga Co., Ltd.
(2) Company Address	4-3-1 Toranomon, Minato-ku, Tokyo, Japan
(3) Establishment Date	November 29, 2007
(4) Business Overview	Multi-channel Programming Provision for Cable TV, Satellite and Telecommunication Operators
(5) Representative Board Members	
President and Representative Director	Kikujiro Shikano
Executive Vice President and Director	Fumito Shiraishi
Director	Yasushige Nishimura (Director, Jupiter Telecommunications Co., Ltd.) Hiroyuki Nakatani (Co-President and GM, Marketing Division, Jupiter TV Company, Jupiter Telecommunications Co., Ltd.) Kiyotaka Taira (GM, Sales Division, Jupiter TV Company, Jupiter Telecommunications Co., Ltd.) Hiroyuki Ohsawa (Director of the Board, Japan Cablenet Limited) Shinichi Kanda (Managing Director, Head of Satellite Broadcasting Operations, Tohokushinsha Film Corporation)
Statutory Auditor	Takashi Ishihara (GM, Planning and Administration Dept., Jupiter TV Company, Jupiter Telecommunications Co., Ltd.)
(6) Capital	200 Million yen (excluding capital reserves of 200 Million yen)

(7) Stakeholders

Company	Capital Investment Rate (%)
Jupiter Telecommunications Co., Ltd.	76.0
Japan Cablenet Limited	5.0
Tohokushinsha Film Corporation	5.0
its communications Inc.	2.0
Kintetsu Cable Network Co.,Ltd.	2.0
Media International Corporation	2.0
Starcat Cable Network Co., Ltd.	2.0
Tokai Digital Network Inc.	2.0
Japan Digital Serve Corporation	2.0
Vic Tokai Corporation	2.0

3. Channel Ginga Editorial Image

	Monday - Thursday	Friday, Saturday, Sunday
AM 5 - 8	Morning Culture Zone (Fresh morning program for early risers)	
AM	Best Selection Zone (Best selection of period plays and documentaries)	
PM	Entertainment Zone (Repeats of famous puppet plays, shows, and television dramas)	
PM 6 - Late Night	The Prime Zone (The best of NHK programming broadcasts, including period plays, Friday period dramas, and NHK special editions)	Weekend Entertainment Zone (Saturday television dramas, "Hyokkori Hyoutan Jima," high-definition specials, and other enjoyable weekend entertainment)

About Jupiter Telecommunications Co.,Ltd.

Established in 1995, Jupiter Telecommunications Co., Ltd. is Japan's largest multiple system operator (MSO or J:COM Company) and multiple channel operator (MCO or Jupiter TV Company). J:COM Company provides cable television, high-speed Internet access, telephony and mobile services to customers through 21 managed franchises (as of October 31, 2007) operating at the local level serving approximately 2.74 million subscribing households (as of October 31, 2007) in the Sapporo, Kanto, Kansai, and Kyushu regions. The number of serviceable households or "homes passed" in J:COM franchise areas is approximately 9.92 million (of which Cable West Group has approximately 1.4 million as of October 31, 2007). Jupiter TV Company, formerly Jupiter TV Co., Ltd., which was recently merged with J:COM, invests in and operates 16 premium channels which are provided to CATV, satellite and telecom operators. Jupiter Telecommunication's principal shareholder is LGI/Sumisho Super Media and is a public company, trading on the JASDAQ stock exchange under code No. 4817. For more information (available in English and Japanese), visit J:COM's website at <http://www.jcom.co.jp>

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Certain statements in this news release may constitute "forward-looking statements," which involve known and unknown risks, uncertainties and other important factors that could cause the actual results, performance or achievements of Jupiter Telecommunications Co., Ltd. and any of its subsidiaries to differ materially from any future results, performance or achievements expressed or implied by such forward-looking statements.