

The following is an unofficial English translation of the Notice of Convocation at the 16th Ordinary General Meeting of Shareholders of Jupiter Telecommunications Co., Ltd. held on March 25, 2010. The Company provides this translation for your reference and convenience only and without any warranty as to its accuracy or otherwise.

March 10, 2010

To Those Shareholders with Voting Rights

Tomoyuki Moriizumi
President & CEO
Jupiter Telecommunications Co., Ltd.
1-30, Shiba Daimon 1-chome, Minato-ku,
Tokyo

NOTICE OF THE 16th ORDINARY GENERAL MEETING OF SHAREHOLDERS

You are cordially invited to attend the 16th Ordinary General Meeting of Shareholders of the Jupiter Telecommunications Co., Ltd. (“the Company”). The meeting will be held as described below. If you are unable to attend the meeting, you can exercise your voting rights in writing. Please review the Reference Documents for the Exercise of Voting Rights, indicate your votes for or against each of the proposals on the enclosed Voting Rights Exercise Form, impress your seal thereon, and return the form to arrive before 5:45 p.m., Wednesday, March 24, 2010.

- 1. Date and Time** 10:00 a.m., Thursday, March 25, 2010
- 2. Place** Hotel Okura Tokyo, South Wing B2, Ascot Hall
2-10-4, Toranomom, Minato-Ku, Tokyo
- 3. Agenda of the Meeting:**
- Matters to be reported:**
- (1) The Business Report, the Consolidated Financial Statements and Audit Reports of the Accounting Auditor and the Board of Statutory Auditors for the Consolidated Statutory Reports for the 16th Fiscal Term (from January 1, 2009, to December 31, 2009)
 - (2) The Non-Consolidated Financial Statements for the 16th Fiscal Term (from January 1, 2009, to December 31, 2009)

Proposals to be resolved:

- Proposal No. 1:** Appropriation of Surplus for the 16th Fiscal Term
- Proposal No. 2:** Partial Amendments to the Company’s Articles of Incorporation
- Proposal No. 3:** Election of 11 Directors
- Proposal No. 4:** Election of 3 Statutory Auditors

- 4. Decision Regarding Convocation** When the voting right is to be exercised by a proxy, the person who can serve as a proxy is limited to another shareholder with a voting right. In such case, a submission of document to prove the proxy is required.
- When voting is exercised diversely, the voting person must notify the Company in writing of the intention of diverse exercise and reason no later than 3 days prior to the general meeting of shareholders.

When you attend the 16th Ordinary General Meeting of Shareholders of the Company, please submit the enclosed form of Proxy Card at the reception desk.

If any correction is made to the Reference Documents for the general meeting of shareholders, the Business Report, the Non-Consolidated Financial Statements, the Consolidated Financial Statements, such information will be posted in the Company's Internet web site (<http://www.jcom.co.jp/ir/>) .

Reference Documents for the Exercise of Voting Rights

Proposals and references

Proposal No. 1: Appropriation of Surplus for the 16th Fiscal Term

Payment of Fiscal-Year-End Dividend

In order to distribute the profits to the Company's shareholders in expression of the Company's gratitude for their assistance, while considering the Company's internal reserves in preparation for future sustainable growth of business, the Company proposes to take the following action with regard to the payment of a fiscal year-end dividend.

- (1) The type of financial assets to be distributed as dividends:
Cash
- (2) Matters relating to the allocation to shareholders of financial assets distributed as dividends and the aggregate amount thereof:
¥ 490 per common share of the Company for an aggregate amount of ¥ 3,361,453,900
The Company paid an interim dividend of ¥ 490 per common share. Accordingly, the Company is proposing the payment of an annual dividend for the fiscal year ended December 31, 2009 under review totaling ¥ 980 per common share.
- (3) The date on which the appropriation of surplus will become effective:
March 26, 2010

Proposal No. 2: Partial Amendments to the Company's Articles of Incorporation

1. Reasons for the amendment
In order to strengthen the in-company cooperation and raise the operational efficiency by integrating the offices dispersed in Tokyo, the Company plans to change its location of the head office from "Minato-ku" described in Article 3 of the Articles of Incorporation of the Company to "Chiyoda-ku". Along with this change, the place where a general meeting of shareholders of the Company will be convened should be amended from "Minato-ku, Tokyo or an area adjacent thereto" described in Paragraph 2 of Article 11. Time and Place of Convocation of the Articles of Incorporation to "Chiyoda-ku, Tokyo or an area adjacent thereto".
2. Details of each amendment
Details of each amendment are provided as follows.

(Amendments are underlined)

| Current Articles of Incorporation | Amended Articles of Incorporation |
|--|--|
| ARTICLE 1. and ARTICLE 2. <Omitted> | ARTICLE 1. and ARTICLE 2. <Unchanged from the Existing Provisions > |
| ARTICLE 3. LOCATION OF HEAD OFFICE The Company shall have its head office in <u>Minato-ku</u> , Tokyo, Japan. | ARTICLE 3. LOCATION OF HEAD OFFICE The Company shall have its head office in <u>Chiyoda-ku</u> , Tokyo, Japan. |
| ARTICLE 4. – ARTICLE 10. <Omitted > | ARTICLE 4. – ARTICLE 10. <Unchanged from the Existing Provisions > |
| ARTICLE 11. TIME AND PLACE OF CONVOCATION <Omitted > (2) A general meeting of shareholders of the Company shall be convened in <u>Minato-ku</u> , Tokyo or an area adjacent thereto. | ARTICLE 11. TIME AND PLACE OF CONVOCATION <Unchanged from the Existing Provisions > (2) A general meeting of shareholders of the Company shall be convened in <u>Chiyoda-ku</u> , Tokyo or an area adjacent thereto. |
| ARTICLE 25. – ARTICLE 37. <Omitted > | ARTICLE 25. – ARTICLE 37. <Unchanged from the Existing Provisions > |

Proposal No. 3: Election of 11 Directors

The terms of office of all 13 Directors will expire at the conclusion of the meeting.

Accordingly, the election of the following 11 Directors is proposed.

The candidates for Directors are as follows:

1. Mr. Tomoyuki Moriizumi Born: January 3, 1948

| | |
|---------------|--|
| April 1970 | Joined Sumitomo Corporation |
| January 1995 | Chairman, Phoenixcor Inc. |
| October 1996 | Representative Director, President, Jupiter Shop Channel Co., Ltd. |
| February 2000 | Representative Director, President and Chief Executive Officer, Jupiter Programming Co., Ltd. |
| | Representative Director, President, Jupiter Satellite Broadcasting Co., Ltd. |
| April 2000 | Corporate Officer, Sumitomo Corporation |
| January 2003 | Joined Jupiter Telecommunications Co., Ltd. |
| March 2003 | Representative Director, President and Chief Executive Officer (Current) |
| November 2009 | General Manager, CATV Business Unit (Current) |

Ownership of shares of the Company : 329 shares

2. Mr. Tomoya Aoki Born: December 1, 1961

| | |
|----------------|---|
| April 1984 | Joined The Industrial Bank of Japan, Limited |
| March 2000 | Manager, Business Development, General Electric Japan, Ltd. |
| March 2001 | Director, Business Development, General Electric Plastics Pacific, Ltd. |
| February 2003 | Principal, Global Private Equity, Capital International Research Inc. |
| July 2007 | Chief Financial Officer, General Manager's Aide, Corporate Planning & Strategy Unit, Jupiter Telecommunications Co., Ltd. |
| September 2007 | Chief Financial Officer, General Manager, Corporate Planning & Strategy Unit, Corporate Planning & Strategy Division and Accounting & Finance Division |
| March 2008 | Managing Director, Chief Financial Officer, General Manager, Corporate Planning & Strategy Unit, Corporate Planning & Strategy Division and Accounting & Finance Division (Current) |
| December 2008 | Representative Director, President, Mediatti Communications Inc. |
| April 2009 | Deputy General Manager, Mediatti Unit, Jupiter Telecommunications Co., Ltd. (Current) |

Ownership of shares of the Company : 142 shares

3. Mr. Shunzo Yamaguchi Born: September 4, 1946

| | |
|---------------|--|
| April 1970 | Joined Sumitomo Corporation |
| June 1994 | Assistant Manager, CATV Business Dept. |
| November 1997 | VP, Engineering, Jupiter Telecommunications Co., Ltd. |
| April 1998 | VP, Network Engineering |
| December 2000 | SVP, Engineering |
| October 2004 | Director (Current) |
| June 2005 | Representative Director, President, J:COM Technology Co., Ltd. |
| January 2006 | General Manager, Engineering Division and AIT Division, |

Jupiter Telecommunications Co., Ltd.
 October 2006 General Manager, Engineering Division
 April 2007 General Manager, Engineering & AIT Unit and Engineering Division
 September 2007 Vice President, J:COM Company and General Manager, Engineering Division
 October 2007 Vice President, J:COM Company
 January 2009 Representative Director, President, Technology Networks Inc. (Current)
 April 2009 General Manager, Technology Unit, Jupiter Telecommunications Co., Ltd.
 November 2009 General Manager, Technology Unit and Technology Division (Current)

Ownership of shares of the Company : 48 shares

4. Mr. Toru Kato Born: February 12, 1964

April 1988 Joined Sumitomo Corporation
 April 1995 Team Leader, Business Planning in Video Media Business Dept.
 March 1997 Head of Business Planning Office, Jupiter Programming Co., Ltd.
 April 2000 Corporate Officer and Head of Business Planning, Softbank Broad Media Corporation
 September 2003 VP, Business Development Dept., Jupiter Telecommunications Co., Ltd.
 April 2004 SVP, Business Development and VP, Business Development Dept.
 March 2005 Director (Current)
 November 2005 SVP, Service Strategy and VP, Product Development Dept.
 January 2006 General Manager, Service Strategy Division
 April 2007 General Manager, Service Strategy Unit and Service Strategy Division
 September 2007 General Manager, Group Strategy Unit and Group Strategy Dept.
 May 2008 General Manager, Business Strategy Unit and Group Strategy Dept.,
 General Manager, Service Strategy Division, J:COM Company
 October 2008 General Manager, Business Strategy Unit and Group Strategy Dept. and Service
 Strategy Division and Digital Project Promotion Office
 November 2008 General Manager, Business Strategy Unit and Group Strategy Dept. and Service
 Strategy Division and Sales Promotion Division and Digital Project Promotion
 Office
 April 2009 General Manager, Business Strategy Unit, Deputy General Manager, CATV
 Business Unit, and General Manager, Sales Promotion Division, Service Strategy
 Division, Kanagawa Business Strategy Division, Kyusyu Business Strategy
 Division, Group Strategy Dept. and Digital Project Promotion Office
 May 2009 General Manager, Business Strategy Unit, Deputy General Manager, CATV
 Business Unit, and General Manager, Sales Promotion Division, Service Strategy
 Division, Kanagawa Business Strategy Division, Kyusyu Business Strategy
 Division and Group Strategy Dept.
 November 2009 General Manager, Business Strategy Unit, Service Strategy Division and Group
 Strategy Dept. (Current)

Ownership of shares of the Company : 48 shares

5. Mr. Masayuki Matsumoto Born: January 12, 1947

April 1969 Joined Matsushita Electric Industrial Co., Ltd.
 April 1995 Technical Director and Product Planning Director, Video Movie Business
 October 2000 Director, AVC Company Video Division
 January 2001 Advisor, Osaka Central Cablenetwork Co., Ltd.
 April 2002 Representative Director, President, Osaka Central Cablenetwork Co., Ltd.

December 2004 Representative Director, President, Cable West Inc.
 March 2007 Director, Jupiter Telecommunications Co., Ltd. (Current)
 April 2007 Director's Aide Operations Group
 July 2007 General Manager, Kansai Business Strategy Division, Operation Group
 September 2007 General Manager, Kansai Business Strategy Division, J:COM Company
 January 2008 Representative Director, President, J:COM West Co., Ltd. (Current)
 April 2009 General Manager, Kansai Business Strategy Division, CATV Business Unit, Jupiter Telecommunications Co., Ltd. (Current)

Ownership of shares of the Company : 56 shares

6. Mr. Yoshio Osawa Born: January 22, 1952

April 1975 Joined Sumitomo Corporation
 September 1999 General Manager, Electronic Materials & Equipment Dept.
 April 2001 General Manager, Network Systems Dept.
 May 2002 Assistant to General Manager, Network Division & General Manager, Network Systems Dept.
 April 2003 Corporate Officer, General Manager, Network Division
 April 2005 Executive Officer, General Manager, Network Division
 March 2007 Director, Jupiter Telecommunications Co., Ltd. (Current)
 April 2007 Executive Officer, General Manager, Media Division, Sumitomo Corporation
 April 2008 Managing Executive Officer, Media, Network & Lifestyle Retail Business Unit
 June 2008 Member of the Board, Managing Executive Officer, Media, Network & Lifestyle Retail Business Unit (Current)

Ownership of shares of the Company : 0 share

7. Mr. Masatoshi Hayashi Born: January 20, 1956

April 1978 Joined Sumitomo Corporation
 July 1996 Assistant to General Manager, Media Division
 May 2000 Assistant to General Manager, Planning & Coordination Dept., Media, Electronics & Information Business Group
 April 2001 Assistant to General Manager, Planning & Administration Dept., Media, Electronics & Network Business Unit
 April 2002 General Manager, Visual Media Dept., Media Division
 March 2003 General Manager, Planning & Administration Dept., Media, Electronics & Network Business Unit
 Statutory Auditor, Jupiter Telecommunications Co., Ltd.
 April 2005 Corporate Officer, General Manager, Planning & Administration Dept., Media, Electronics & Network Business Unit, Sumitomo Corporation
 April 2007 Corporate Officer, General Manager, Planning & Administration Dept., Media, Network & Lifestyle Retail Business Unit
 March 2008 Director, Jupiter Telecommunications Co., Ltd. (Current)
 April 2008 Corporate Officer, General Manager, Media Division, Sumitomo Corporation (Current)

Ownership of shares of the Company : 0 share

8. Mr. Daisuke Mikogami Born: July 7, 1959

April 1983 Joined Sumitomo Corporation
April 2001 Director, SC ComTex Co., Ltd.
April 2004 General Manager, Network Managing Business Dept.,
Sumisho Electronics Co., Ltd.
August 2005 General Manager, SSE Company Network Managing Dept., Sumisho Computer
Systems Corporation
March 2006 Director, Jupiter Telecommunications Co., Ltd.
April 2006 General Manager, Cable TV Dept., Sumitomo Corporation (Current)

Ownership of shares of the Company : 0 share

9. Mr. Hirofumi Morozumi Born: May 2 1956

April 1979 Joined PIONEER CORPORATION
June 1995 Director, DDI Corporation
June 2001 Vice President, KDDI CORPORATION
April 2003 Associate Senior Vice President
June 2003 Associate Senior Vice President, Member of the Board
April 2007 Associate Senior Vice President, Group Strategy, Corporate Administration and
Human Resources, Member of the Board
June 2007 Senior Vice President, Corporate Administration and Human Resources, Corporate
Strategy, Member of the Board (Current)

Ownership of shares of the Company : 0 share

10. Mr. Makoto Takahashi Born: October 24, 1961

April 1984 Joined KYOCERA Corporation
June 1984 Joined DDI Corporation
April 2003 Vice President, General Manager, Contents Division, Solution Business Sector,
KDDI CORPORATION
April 2004 Vice President, General Manager, Content and Media Division
April 2007 Vice President, General Manager, Consumer Business Sector
June 2007 Associate Senior Vice President, General Manager, Consumer Business Sector,
Member of the Board
April 2009 Associate Senior Vice President, General Manager, Consumer Service & Product
Sector, Member of the Board (Current)

Ownership of shares of the Company : 0 share

11. Mr. Shunsuke Oyama Born: May 6, 1950

April 1975 Joined Nippon Steel Corporation
July 2000 Officer, IDO Corporation
June 2001 Officer, General Manager, au Business Planning Dept.,
KDDI CORPORATION
April 2003 Vice President, General Manager, Corporate Purchasing Division
April 2004 Executive Vice President, KDDI Telemarketing Inc.
April 2006 Vice President, General Manager, Corporate Communications Division,

KDDI CORPORATION

June 2007 Vice President, General Manager, Corporate Strategy Planning Office
January 2009 Vice President, General Manager, Corporate Strategy Planning Office,
General Manager, Global Strategy Dept. (Current)

Ownership of shares of the Company : 0 share

- Notes:* 1. No conflict of interest exists between the Company and any of the other candidates for Director except for Shunzo Yamaguchi and Masayuki Matsumoto.
2. Director candidate, Shunzo Yamaguchi is the representative director of Technology Networks Inc., and the Company have trading relationship such as provisioning of duties.
3. Director candidate, Masayuki Matsumoto is the representative director of J:COM West Co.,Ltd., and the Company have trading relationship such as provisioning of duties.
4. Yoshio Osawa, Masatoshi Hayashi, Daisuke Mikogami, Hirofumi Morozumi, Makoto Takahashi and Shunsuke Oyama satisfy the required conditions for outside directors.
5. Outside director candidates, Yoshio Osawa, Masatoshi Hayashi and Daisuke Mikogami have thorough understanding of broadcast and telecommunication industries and judged capable of executing the duties appropriately from the professional prospective on the Company's business.
6. Outside director candidates, Hirofumi Morozumi, Makoto Takahashi and Shunsuke Oyama have thorough understanding of telecommunication industries and judged capable of executing the duties appropriately from the professional prospective on the Company's business.
7. Outside director candidate, Yoshio Osawa is a current outside director of the Company. The duration of his service is 3 years at the end of this Ordinary Shareholders Meeting.
8. Outside director candidate, Masatoshi Hayashi is a current outside director of the Company. The duration of his service is 2 years at the end of this Ordinary Shareholders Meeting.

Proposal No. 4: Election of 3 Statutory Auditors

All Statutory Auditors will resign at the conclusion of the meeting.
Accordingly, the election of the following 3 Statutory Auditors is proposed.
The Board of Auditors has agreed on this issue.
The candidate for Statutory Auditors are as follows:

1. Mr. Akira Ito Born: July 8, 1947

July 1971 Joined Sumitomo Corporation
July 1997 General Manager, Administration Dept., Jupiter Telecommunications Co., Ltd.
March 2002 Representative Director, President, J:COM Kanto Co., Ltd.
November 2003 General Manager, Administration & Human Resources Dept.,
Jupiter Communications Co., Ltd.
March 2005 Advisor to EVP and VP, Corporate Legal Dept.
Representative Director, President, Chofu Cable Television Co., Ltd.
January 2006 General Manager, Administration Division and Human Resources Division
March 2007 Director
March 2008 Senior Corporate Officer (Current)
General Manager, Human Resources, Administration Unit,
General Manager, Administration Division
January 2009 General Manager, Human Resources, Administration Unit
April 2009 General Manager, Human Resources, Administration, Information Technology Unit
(Current)

Ownership of shares of the Company : 186 share

2. Mr. Toshifumi Shibuya Born: March 18, 1955

| | |
|----------------|---|
| April 1979 | Joined Sumitomo Corporation |
| September 1992 | Sumitomo Corporation of America, New York |
| January 1999 | Assistant to General Manager, Legal Dept., Sumitomo Corporation |
| January 2004 | Sumitomo Corporation of America, New York |
| April 2009 | Corporate Officer, Sumitomo Corporation (Current) |
| June 2009 | Chief Administrative Officer, Sumitomo Corporation of America, New York (Current) |

Ownership of shares of the Company : 0 share

3. Mr. Kenichiro Takagi Born: May 12, 1959

| | |
|------------|--|
| April 1983 | Joined NIPPON TELEGRAPH AND TELEPHONE CORPORATION |
| March 1991 | Joined DDI Corporation |
| June 2002 | General Manager, Accounting Dept., KDDI CORPORATION |
| April 2007 | General Manager, General Administration Dept. |
| April 2009 | General Manager, Corporate Management Division (Current) |

Ownership of shares of the Company : 0 share

Notes:1. No conflict of interest exists between the Company and the candidate for the Statutory Auditors.

2. Toshifumi Shibuya and Kenichiro Takagi satisfies the required conditions for outside statutory auditors.

3. Outside statutory auditor candidate, Toshifumi Shibuya has experience in and understanding of legal work and business management. By having him appropriately execute duties as outside statutory auditor using his vast knowledge, the Company will be able to further fortify the auditing structure.

4. Outside statutory auditor candidate, Kenichiro Takagi accumulates experience in accounting and business management. By having him appropriately execute duties as outside statutory auditor using his vast knowledge, the Company will be able to further fortify the auditing structure.