

The following is an unofficial English translation of the Notice of Convocation at the 18th Ordinary General Meeting of Shareholders of Jupiter Telecommunications Co., Ltd. held on March 28, 2012. The Company provides this translation for your reference and convenience only and without any warranty as to its accuracy or otherwise.

March 13, 2012

To Those Shareholders with Voting Rights

Shuichi Mori
President & CEO
Jupiter Telecommunications Co., Ltd.
8-1, Marunouchi 1-chome, Chiyoda-ku,
Tokyo

NOTICE OF THE 18th ORDINARY GENERAL MEETING OF SHAREHOLDERS

You are cordially invited to attend the 18th 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., Tuesday, March 27, 2012.

- 1. Date and Time** 10:00 a.m., Wednesday, March 28, 2012
- 2. Place** Hotel Okura Tokyo, South Wing B2, Ascot Hall
10-4, Toranomon 2-chome, 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 18th Fiscal Year (from January 1, 2011, to December 31, 2011)
 - (2) The Non-Consolidated Financial Statements for the 18th Fiscal Year (from January 1, 2011, to December 31, 2011)

Proposals to be resolved:

- Proposal No. 1:** Appropriation of Surplus for the 18th Fiscal Year
- Proposal No. 2:** Partial Amendments to the Company’s Articles of Incorporation
- Proposal No. 3:** Election of 11 Directors

- 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 18th 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 18th Fiscal Year

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:

¥900 per common share of the Company for an aggregate amount of ¥6,232,655,700

The Company paid an interim dividend of ¥900 per common share. Accordingly, the Company is proposing the payment of an annual dividend for the fiscal year ended December 31, 2011 under review totaling ¥1,800 per common share.

- (3) The date on which the appropriation of surplus will become effective:

March 29, 2012

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

1. Reasons for the amendment

On June 30, 2011, pursuant to supplemental Article 1 of Japan's Law to Partially Amend the Broadcasting Law (Law No. 65 of 2010), changes have been made to the business segments stipulated in the Broadcasting Law (Law No. 132 of 1950). Accordingly, necessary amendments shall be made to Article 2. Business Objectives of the current Articles of Incorporation.

2. Details of each amendment

Details of each amendment are provided as follows.

(Amendments are underlined)

Articles of Incorporation	Amended Articles of Incorporation
ARTICLE 2. BUSINESS OBJECTIVES <Omitted>	ARTICLE 2. BUSINESS OBJECTIVES <Unchanged from the Existing Provisions>
1. <u>Cable television broadcasting service and cable radio</u> broadcasting service.	1. <u>Key broadcasting and general</u> broadcasting services <u>under the Broadcasting Law, and supply of programs.</u>
2. <Omitted>	2. <Unchanged from the Existing Provisions> < Deleted >
3. <u>Broadcasting service under the Broadcasting Law and supply of programs.</u>	3. Design, construction and maintenance of telecommunications facilities <u>used in key broadcasting, general broadcasting and telecommunications services.</u>
4. Design, construction and maintenance of <u>cable television broadcasting facilities and</u> telecommunications facilities.	4. Development, sales, lease, repair and installation of machinery, and tools and software relating to <u>key broadcasting, general</u> broadcasting and telecommunications.
5. Development, sales, lease, repair and installation of machinery, and tools and software relating to <u>cable television broadcasting,</u> broadcasting and telecommunications.	5.~6. <Unchanged from the Existing Provisions>
6.~7. <Omitted>	7. Channel lease of <u>telecommunications facilities used in general broadcasting service.</u>
8. Channel lease of <u>cable television broadcasting</u> facilities.	8.~9. <Unchanged from the Existing Provisions>
9.~10. <Omitted>	10. Import and export of films and videotapes for broadcast.
11. Import and export of films and videotapes for broadcast <u>on television.</u>	11.~16. <Unchanged from the Existing Provisions>
12.~17. <Omitted>	

Proposal No. 3: Election of 11 Directors

The terms of office of all 10 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. Shuichi Mori Born: March 8, 1949

April 1972	Joined Sumitomo Corporation
April 2000	Corporate Officer, General Manager, Machinery & Electric Systems Division
April 2003	Executive Officer, Corporate Planning & Coordination Dept.
April 2005	Managing Executive Officer, General Manager for Europe (London)
April 2007	Senior Managing Executive Officer, General Manager for Europe (London)
April 2008	Senior Managing Executive Officer, General Manager, Chemical & Electronics Business Unit
June 2008	Member of the Board, Senior Managing Executive Officer, General Manager, Chemical & Electronics Business Unit

April 2009 Member of the Board, Senior Managing Executive Officer,
General Manager, Kansai Regional Business Unit
June 2009 Senior Managing Executive Officer,
General Manager, Kansai Regional Business Unit
March 2011 Representative Director and President, Chief Executive Officer,
Jupiter Telecommunications Co., Ltd. (Current)
July 2011 General Manager, CATV Business Group and CATV Business Unit,
General Manager, Media Business Group (Current)

Ownership of shares of the Company : 200 shares

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

April 1975 Joined Nippon Steel Corporation
July 2000 Corporate Officer, General Manager, Corporate Strategy Planning Office,
IDO Corporation
June 2001 Corporate 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. (later to be KDDI Evolva 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.
March 2010 Director, Jupiter Telecommunications Co., Ltd.
April 2010 Vice President, General Manager, Corporate Strategy Planning Division,
General Manager, Global Strategy Dept., KDDI CORPORATION
July 2010 Vice President, General Manager, Corporate Strategy Planning Division
October 2010 Vice President, General Manager, Corporate Strategy Planning Division,
General Manager, CATV Business Strategy Planning Division
March 2011 Representative Director and Executive Vice President,
Jupiter Telecommunications Co., Ltd. (Current)
July 2011 General Manager, Business Strategy Group and Business Strategy Unit (Current)

Ownership of shares of the Company : 100 shares

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

April 1984 Joined The Industrial Bank of Japan, Limited
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,
General Manager, Corporate Planning & Strategy Division and Accounting &
Finance Division
March 2008 Managing Director, Chief Financial Officer, General Manager, Corporate Planning
& Strategy Unit, General Manager, Corporate Planning & Strategy Division and
Accounting & Finance Division
December 2008 Representative Director and President, Mediatti Communications Inc.

March 2010 Representative Director and Senior Managing Director, Chief Financial Officer,
Jupiter Telecommunications Co., Ltd. (Current)
July 2011 General Manager, Corporate Control Unit and Information Technology Unit
(Current)

Ownership of shares of the Company : 99 shares

4. Mr. Mineo Fukuda Born: November 4, 1951

April 1975 Joined Recruit Co., Ltd.
June 1999 Executive Director
June 2002 Representative Director, President, Kadokawa Shoten Publishing Co., Ltd.
April 2003 Executive Director & Chief Operating Officer, Kadokawa Holdings Inc.
Representative Director, President, Kadokawa Shoten Publishing Co., Ltd.
March 2006 Executive Vice President, Jupiter Telecommunications Co., Ltd.
June 2006 Representative Director, Executive Vice President
April 2010 Adviser, Jupiter Shop Channel Co., Ltd.
March 2011 Senior Managing Director, Jupiter Telecommunications Co., Ltd. (Current)
July 2011 Deputy General Manager, CATV Business Unit (Current)

Ownership of shares of the company : 258 shares

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

April 1988 Joined Sumitomo Corporation
April 2000 Corporate Officer and Head of Business Planning,
Softbank Broad Media Corporation
March 2005 Director, Jupiter Telecommunications Co., Ltd. (Current)
January 2006 General Manager, Service Strategy Division
April 2007 General Manager, Service Strategy Unit and Service Strategy Division
May 2008 General Manager, Business Strategy Unit and Service Strategy Division
November 2008 General Manager, Business Strategy Unit,
General Manager, Service Strategy Division and Sales Promotion Division
April 2009 General Manager, Business Strategy Unit,
Deputy General Manager, CATV Business Unit,
General Manager, Sales Promotion Division, Service Strategy Division,
Kanagawa Business Strategy Division, Kyusyu Business Strategy Division
November 2009 General Manager, Business Strategy Unit and Service Strategy Division
July 2010 General Manager, Business Strategy Unit
July 2011 Deputy General Manager, Business Strategy Unit,
Assistant to General Manager, CATV Business Unit (Current)

Ownership of shares of the Company : 153shares

6. Mr. Ryosuke Yamazoe Born: July 26, 1960

April 1985 Joined Kokusai Denshin Denwa Co., Ltd. (later to be KDDI CORPORATION)
July 1995 Assistant to Section Manager, Global Multimedia Promotion Office
June 1998 General Manager, Planning Division, KDD MediaNet Co., Ltd.
June 2000 Representative Director and President

April 2006	Representative Director and Executive Vice President, JAPAN CABLENET Co., Ltd.
June 2011	Deputy General Manager, Technology Unit, Jupiter Telecommunications Co., Ltd.
July 2011	Senior Corporate Officer, Deputy General Manager, Technology Unit (Current)

Ownership of shares of the Company : 0 share

7. Mr. Yoshiki Nakai Born: January 9, 1951

April 1973	Joined Sumitomo Corporation
November 2003	General Manager, Kuala Lumpur Branch
May 2008	Assistant to General Manager, Media Division
July 2008	President's Aide, J:COM West Co., Ltd.
March 2009	Executive Vice President
March 2010	Assistant to General Manager, Media Division, Sumitomo Corporation
March 2011	Executive Vice President, J:COM West Co., Ltd. (Current)
July 2011	Deputy General Manager, Kansai Division, Jupiter Telecommunications Co., Ltd. (Current)

Ownership of shares of the Company : 7 shares

8. 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, General Manager, Media, Network & Lifestyle Retail Business Unit
June 2008	Member of the Board, Managing Executive Officer, General Manager, Media, Network & Lifestyle Retail Business Unit
April 2011	Member of the Board, Senior Managing Executive Officer, General Manager, Media, Network & Lifestyle Retail Business Unit (Current)

Ownership of shares of the Company : 0 share

9. 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., Media Division, Sumitomo Corporation
 March 2010 Director, Jupiter Telecommunications Co., Ltd. (Current)
 April 2011 Corporate Officer, General Manager, Media Division, Sumitomo Corporation
 (Current)

Ownership of shares of the Company : 0 share

10. Mr. Hirofumi Morozumi Born: May 2 1956

April 1979 Joined PIONEER CORPORATION
 June 1995 Member of the Board, 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 2004 Associate Senior Vice President, General Manager, Mobile-Solution Business
 Sector, Member of the Board
 April 2005 Associate Senior Vice President, General Manager, “au” Business Sector,
 Member of the Board
 December 2005 Associate Senior Vice President, General Manager, Consumer Business Sector,
 Member of the Board
 April 2007 Associate Senior Vice President, General Manager, Group Strategy, Corporate
 Administration and Human Resources, Member of the Board
 June 2007 Senior Vice President, General Manager, Corporate Administration and Human
 Resources, Corporate Strategy, Member of the Board
 March 2010 Director, Jupiter Telecommunications Co., Ltd. (Current)
 April 2010 Senior Vice President, General Manager, Corporate Sector, Member of the Board,
 KDDI CORPORATION
 June 2010 Executive Vice President, General Manager, Corporate Sector, Member of the
 Board (Current)

Ownership of shares of the Company : 0 share

11. 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,
 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
 March 2010 Director, Jupiter Telecommunications Co., Ltd. (Current)
 April 2010 Associate Senior Vice President, General Manager, Group Strategy Sector,
 Member of the Board, KDDI CORPORATION
 June 2010 Senior Vice President, General Manager, Group Strategy Sector,
 Member of the Board
 April 2011 Senior Vice President, General Manager, Business Development Sector,
 Member of the Board (Current)

Ownership of shares of the Company : 0 share

Notes:1. No conflict of interest exists between the Company and any of the candidates for Director except for Hirofumi Morozumi and Makoto Takahashi.

2. Director candidates, Hirofumi Morozumi and Makoto Takahashi are the Representative Directors of KDDI CORPORATION and the Company has trading relationship such as provisioning of duties.

3 .Director candidates Yoshio Osawa, Daisuke Mikogami, Hirofumi Morozumi and Makoto Takahashi satisfy the required conditions for Outside Director.

4. Outside Director candidates, Yoshio Osawa 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.

5. Outside Director candidates, Hirofumi Morozumi and Makoto Takahashi have thorough understanding of telecommunication industries and judged capable of executing the duties appropriately from the professional prospective on the Company's business.

6. Outside Director candidate, Yoshio Osawa is a current Outside Director of the Company. The duration of his service is 5 years at the end of this Ordinary Shareholders Meeting. Outside Director candidates, Daisuke Mikogami, Hirofumi Morozumi and Makoto Takahashi are the current Outside Directors of the Company. The duration of their service is 2 years at the end of this Ordinary Shareholders Meeting.