



October 26, 2007

FOR IMMEDIATE RELEASE

Contact: Ms Miki Ito or Mr Falco-Ramin Javazi
TrainTracks Inc.

Phone: +81 (0)3 5738 4177 Fax: +81 (0)3 5738 4178

Email: javazi@traintracks.jp

**J:COM WEST ESTABLISHED AS
JAPAN'S LARGEST CABLE TELEVISION COMPANY**
**Merger of J:COM Kansai, Cable West, and Hokusetsu Cable Net
Strengthens Regional Strategy**

Tokyo, Japan -- Jupiter Telecommunications Co., Ltd. (J:COM; JASDAQ: 4817), the largest multiple system operator (MSO) in Japan, announced today that it will merge its consolidated subsidiary companies. The alliance of J:COM Kansai Co., Ltd., Cable West, Inc., and Hokusetsu Cable Net Co., Ltd., on January 1, 2008, will increase group competitiveness and promote management efficiency. The merger will also create Japan's largest cable television service provider, with total subscribers of over 840,000, centered around the Osaka, Hyogo, and Wakayama prefecture areas. The newly formed entity, J:COM West Co., Ltd. (J:COM West), will strengthen J:COM's reputation as a cable system operator in the Kansai region and enable future business expansion. The details of the merger are outlined below.

1. Merger Outline

- | | |
|----------------------------|---|
| (1) Merger Date: | January 1 st , 2008 |
| (2) Merger Method: | J:COM Kansai Co., Ltd. to be the remaining entity
Company name will be changed at the time of the merger |
| (3) Merger Company Outline | |
| Name: | J:COM West Co., Ltd. |
| Business Operations: | Cable television service
Telephony services
Internet connection services |
| Location: | 2-3-12 Tanimachi, Chuo-ku, Osaka City, Osaka |

2. Merger Objective

To support its strategic objective for continuous growth, the company plans to improve group management efficiency and agility and further strengthen J:COM groups' competitiveness through the merger of its consolidated subsidiaries. The merger of the three subsidiaries' neighboring service

areas into a unified entity will ensure future growth. Further, it will enable the company to adapt to the changing competitive environment brought about by the convergence of broadcasting and telecommunications.

3. Merger Effect

The merger will establish J:COM West, with 842,000 total subscribing households¹ and about 3.28 million serviceable households or “homes passed”¹, as Japan’s largest cable system operator and dramatically increase its regional media presence in the area. It is hoped that brand recognition of the entire J:COM group will increase.

Integration of the areas’ J:COM systems into J:COM West will promote management efficiency and further strengthening the groups’ financial position by back-office consolidation, while sharing human resources and effective sales and promotion techniques. Further, the merger will generate economies of scale, creating new opportunities for the advertising media services business, promoting the development of flexible marketing and business in the Kansai region. The new entity with fifteen systems² will strengthen strategic planning, enabling higher quality services to further improve responsiveness to regional needs, thereby improving customer satisfaction levels as a community service provider.

Notes:

¹As of September 30, 2007

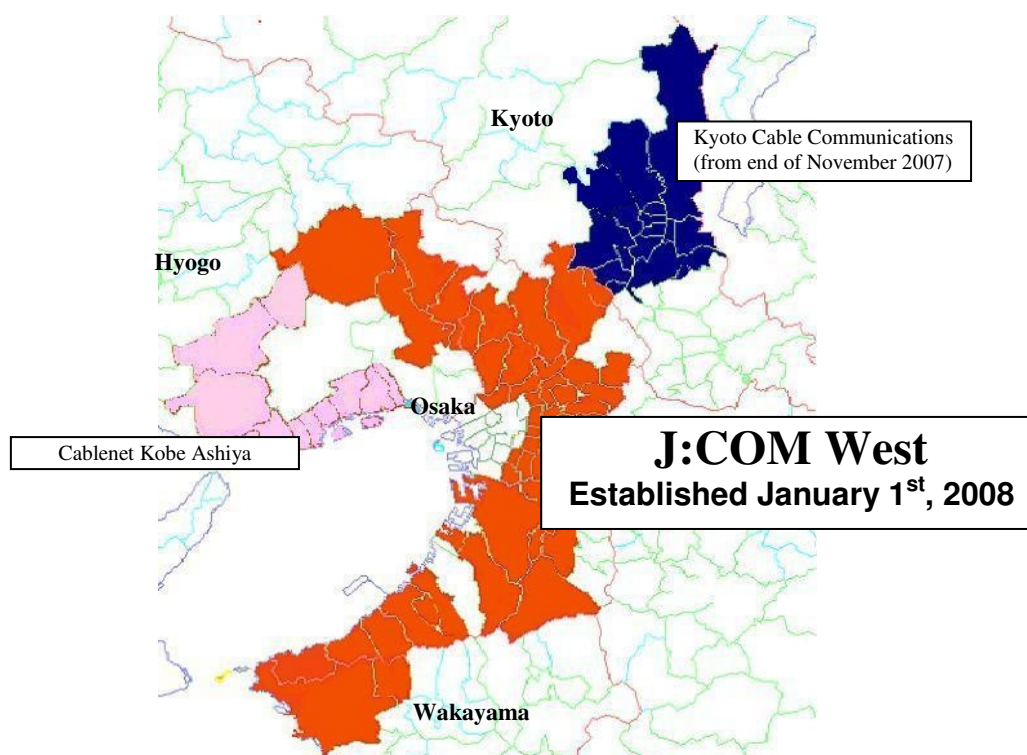
²The 15 systems are J:COM Takarazuka-Kawanishi, J:COM Kawachi, J:COM Rinku, J:COM Sakai, J:COM Izumi-Izumitsu, J:COM Osaka, J:COM Minami Osaka, J:COM Wakayama, J:COM Hokusetsu, Osaka Central, Cable West Takatsuki, Cable West Toyonaka, Cable West Suita, Cable West Higashi-Osaka and Cable West Kitakawachi

4. Profile of Merging Companies (as of September 30, 2007)

Company name	J:COM Kansai Co., Ltd. (remaining entity)	Cable West Inc.	Hokusetsu Cable Net Co., Ltd.
Business operations	Cable television service Telephony services Internet connection services		
Service areas	Hyogo: Takarazuka, Kawanishi, Inagawa, Sanda Osaka: Osaka (Abeno, Sumiyoshi, Higashisumiyoshi, Ikuno, Hirano, Tennoji); Matsubara, Fujiidera, Yao, Kashiwara, Habikino, Kaizuka, Kumatori, Izumisano, Tajiri, Sennan, Hannan, Misaki, Sakai, Izumi, Izumitsu, Osakasayama, Kawachinagano, Tondabayashi Wakayama: Wakayama, Kainan, Kinokawa (Kishigawa), Iwade	Osaka: Osaka (Asahi, Kita, Joto, Chuo, Tsurumi, Higashinari, Higashiyodogawa, Miyakojima, Yodogawa); Suita, Toyonaka, Ikeda, Takatsuki, Shimamoto, HigashiOsaka, Moriguchi, Kadoma, Daito, Shijonawate, Katano, Neyagawa	Osaka: Minoh, Ibaraki, Settsu
Date of establishment	January 10 th , 1995	October 5 th , 2000	October 1 st , 1983

Headquarters	Tanimachi 2-3-12, Chuoku, Osaka		Aoshinke 2-2-38, Minoh, Osaka
Representative	Hiroto Harada President & Representative Director	Masayuki Matsumoto President & Representative Director	Shinji Ihana President & Representative Director
Capital	15,500 million yen	5,700 million yen	2,000 million yen
Fiscal year-end	December 31 st		
Ownership	84.24%	96.58%	100%

Reference Material: J:COM Group Companies' Service Area in the Kansai Region



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 September 30, 2007) operating at the local level serving approximately 2.73 million subscribing households (as of September 30, 2007) in the Sapporo, Kanto, Kansai, and Kyushu regions. The number of serviceable households or "homes passed" in J:COM franchise areas is approximately 9.9 million (of which Cable West Inc. has approximately 1.4 million as of September 30, 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>

###

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.