



April 28, 2009

Company: JVC KENWOOD Holdings, Inc.
 Representative: Haruo Kawahara, Chairman and CEO
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Notice on New Management Systems of JVC KENWOOD Holdings, Inc. and its Operating Companies

At its Board of Directors meeting held today, JVC KENWOOD Holdings, Inc. informally decided on changes of Representative Directors, Directors, and Auditors, as referred to in the Notice on Transfers of Representative Directors and Directors announced separately, and that a proposal of appointment of nine Directors and one Auditor shall be made at its first Ordinary General Meeting of Shareholders scheduled to be held on June 24, 2009.

In addition, as the terms of all current Executive Officers of the Company will be terminated at the close of this Ordinary General Meeting of Shareholders, the Company adopted resolutions calling for a new system of Executive Officers, a new organizational system, and appointment of General Executives effective on the same day.

The Company has also unofficially decided to change Representative Directors, Directors, and Auditors of Victor Company of Japan, Limited, a subsidiary of the Company and an operating company of the Group, Kenwood Corporation, and J&K Technologies Corp.

The Company hereby announces that this has led to the informal decision of new management systems of the Company and its Operating Companies

1. Management Systems

Directors will no longer hold a position of responsibility. Executive Officers will instead, and their responsibilities will be clarified.

In addition, the President (candidate) of each Operating Company will become a Director (candidate) to steer the integrated management of the Group.

Directors of the Board and Auditors (Expectant)

Duties	Name	
Chairman and President, Representative Director of the Board	Haruo Kawahara	(Current Chairman , Representative Director of the Board)
Senior Vice President, Director of the Board	Hiroshi Odaka	(Current Deputy President, Director of the Board)
Senior Vice President, Director of the Board	Jiro Iwasaki	(Current External Director)
Senior Vice President, Director of the Board	Motoyoshi Adachi	(Renomination)
* Senior Vice President, Director of the Board	Hidetoshi Yoshida	(Newly elected)
* Senior Vice President, Director of the Board	Kazuo Shiohata	(Newly elected)

Translation –For Reference only–

* Senior Vice President, Director of the Board	Kazuhiro Aigami	(Newly elected)
Director of the Board (External)	Koji Kashiwaya	(Renomination)
Director of the Board (External)	Makoto Matsuo	(Renomination)
Auditor	Shigeharu Tsuchitani	(Not eligible for reelection)
Auditor	Hideaki Kato	(Not eligible for reelection)
Auditor (External Auditor)	Noriyuki Shouyama**	(Not eligible for reelection)
Auditor (External Auditor)	Akihiko Washida**	(Not eligible for reelection)
Auditor (External Auditor)	Koichi Kurosaki**	(Newly elected)

Notes: Persons marked with an asterisk are concurrently serving as President and Representative Director (candidate) of each Operating Company.

**External Auditors specified in Item 16, Article 2 of the Corporate Law

Kunihiko Sato (Current President, Representative Director of the Board), and Norimichi Saito (Current Auditor) will retire.

Executive Officers (planned)

Duties	Name	
* Chief Executive Officer (CEO)	Haruo Kawahara	
* Executive Officer and CFO, Assistant CEO (management strategies, financial strategies, and Group consolidated management reforms) and General Executive, Strategic Corporate Planning Division	Hiroshi Odaka	
* Senior Vice President & Executive Officer, Assistant CEO (structural reforms, and support of Victor Company of Japan, Limited and J&K Technologies Corp.) and General Executive, Strategic Human Resources & General Affairs Division	Jiro Iwasaki	(Newly elected)
* Senior Vice President & Executive Officer, Assistant CEO (marketing, brand strategies, and IT) and General Executive, Business Development & Strategy Division	Motoyoshi Adachi	
Senior Vice President & Executive Officer, General Manager, Integrated Synergy Development Division	Hiroyuki Taki	
Senior Vice President & Executive Officer, General Executive, New Business Development Center	Satoru Maeda	
Senior Vice President & Executive Officer, General Executive, Integrated Technical Development & Strategy Division	Keiichiro Doi	

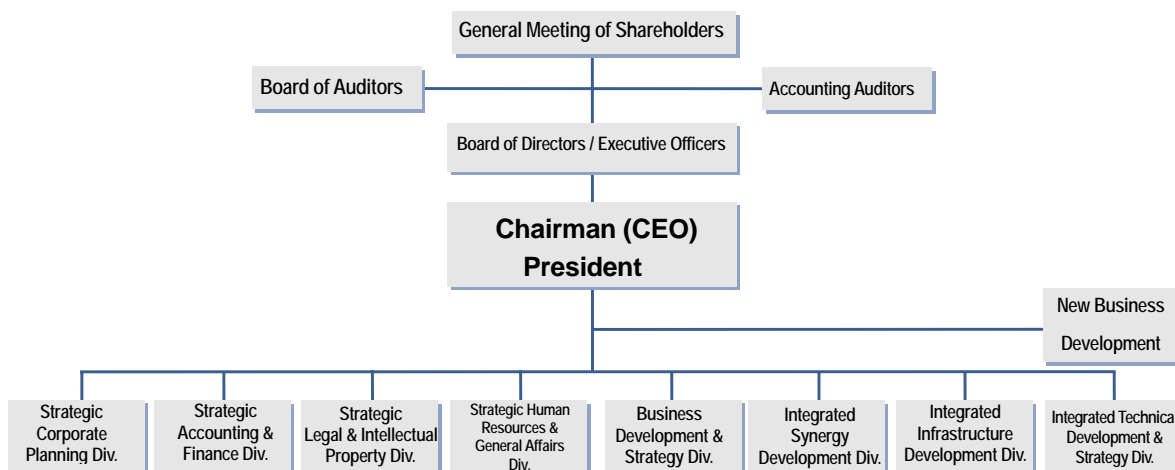
Notes: Persons marked with an asterisk are serving concurrently as Director (candidate).

Kunihiko Sato (Current Executive Officer and Operating Officer), Masaaki Takeda (Current Executive Officer and General Executive, Strategic Finance & Accounting Division), Naomasa Mizuno (Current Executive Officer and General Executive, Strategic Human Resources & General Affairs Division), and Osamu Ueda (Current Executive Officer and Deputy General Executive, Strategic Human Resources & General Affairs Division) will retire.

2. Organizational System and General Executives

In order to promote the integration of technical strategies, an Integrated Technical Development & Strategy Division will be newly set up, where the Core Technical R & D Center in Kurihama R&D Center of Victor Company of Japan, Limited will be transferred.

Each Division will have only the post of General Executive, and that of Deputy General Executive will not be established in principle.



Main General Executives(planned)	Name	
* General Executive, Strategic Corporate Planning Division	Hiroshi Odaka	
General Executive, Strategic Finance & Accounting Division	Satoshi Fujita	(Newly elected)
General Executive, Strategic Legal & Intellectual Property Division	Tetsuro Fuse	
* General Executive, Strategic Human Resources & General Affairs Division	Jiro Iwasaki	(Newly elected)
* General Executive, Business Development & Strategy Division	Motoyoshi Adachi	
* General Executive, Integrated Synergy Development Division	Hiroyuki Taki	
General Executive, Integrated Infrastructure Development Division	Takayuki Ueda	
* General Executive, New Business Development Center	Satoru Maeda	
* General Executive, New Technology Development & Strategy Division	Keiichiro Doi	
General Executive, Corporate Audit Office	Yoichi Oyama	
General Executive, Environmental Sustainability Office	Kiyoshi Osaki	
* General Executive, Business Affairs Office	Motoyoshi Adachi	
General Executive, Secretary Office	Ryuichiro Sato	(Newly elected)

Note: Persons marked with an asterisk are serving concurrently as Director (candidate) or Executive Officer (expected).

3. Management Systems of Operating Companies

A sense of unity as a Group will be strengthened and ensured through accelerated structural reforms and promoted personnel exchanges between the two Operating Companies.

(1) Victor Company of Japan, Limited

Directors of the Board and Auditors (Expectant)

Duties	Name	
President and Representative Director	Hidetoshi Yoshida	(Renomination)
Executive Vice President and Representative Director	Ryuhei Nakazawa	(Renomination)
* Representative Director	Haruo Kawahara	(Renomination)
Director, Member of the Board	Manabu Saito	(Renomination)
Director, Member of the Board	Nobuo Hori	(Renomination)
Director, Member of the Board	Masahiko Tsuruta	(Renomination)
Director, Member of the Board	Nobuhiko Yonemitsu	(Renomination)
Director, Member of the Board	Osamu Ueda	(Renomination)
Director, Member of the Board	Masanori Kitami	(Renomination)
Director, Member of the Board	Takayoshi Sakamoto	(Newly elected)
Statutory Auditor	Kazuo Suetake	(Not eligible for reelection)
* Statutory Auditor (External)	Noriyuki Shouyama	(Not eligible for reelection)
* Statutory Auditor (External)	Hideaki Kato	(Newly elected)

Notes: Persons marked with an asterisk are serving concurrently as Director and Auditor of JVC Kenwood (candidate).

Masaaki Takeda (Current Managing Director, Member of the Board), Keiichiro Doi (Current Managing Director, Member of the Board), Shigeharu Tsuchitani (Current Statutory Auditor), and Makoto Matsuo (Current Statutory Auditor (External)) will retire.

(2) Kenwood Corporation

Directors of the Board and Auditors (Expectant)

Duties	Name	
President (Representative Director of the Board)	Kazuhiro Aigami	(Current Executive Vice president)
* Representative Director of the Board	Kazuo Shiohata	(Current President, Representative Director of the Board)
Senior Vice President, Director of the Board	Masaaki Takeda	(Newly elected)
Senior Vice President, Director of the Board	Akira Suzuki	(Newly elected)
Senior Vice President, Director of the Board	Naomasa Mizuno	(Newly elected)
Senior Vice President, Director of the Board	Tomohiko Yoshimura	(Newly elected)
Senior Vice President, Director of the Board	Toshikatsu Neda	(Newly elected)
Senior Vice President, Director of the Board	Jyunji Kobayashi	(Newly elected)
Director of the Board (External)	Nobuo Seo	(Renomination)
Standing Statutory Auditor	Osamu Hamada	(Not eligible for reelection)
* Statutory Auditor (External)	Koichi Kurosaki	(Not eligible for reelection)
* Statutory Auditor (External)	Shigeharu Tsuchitani	(Newly elected)

Notes: Persons marked with an asterisk are serving concurrently as Director and Auditor of JVC Kenwood (candidate) or President and Representative Director of each Operating

Company (candidate).

Kunihiko Sato (Current Senior Vice President, Director of the Board), Shoichiro Eguchi (Current Executive Vice President, Director of the Board), Takayoshi Sakamoto (Current Senior Vice President, Director of the Board), Shuntaro Tanaka (Current Senior Vice President, Director of the Board), Hideaki Kato (Current Statutory Auditor), and Shojiro Asai (Current Statutory Auditor (External)) will retire.

(3) J&K Technologies Corp.

Directors of the Board and Auditors (Expectant)

Duties	Name	
President (Representative Director of the Board)	Kazuo Shiohata	(Current Representative Director)
Executive Vice President, Director of the Board	Nobuo Maeda	(Current Representative Director)
Executive Vice President, Director of the Board	Shoichiro Eguchi	(Newly elected)
* Senior Vice President, Director of the Board	Hiroyuki Taki	(Newly elected)
* Senior Vice President, Director of the Board	Jiro Iwasaki	(Newly elected)
Senior Vice President, Director of the Board	Shigenori Abe	(Renomination)
Senior Vice President, Director of the Board	Masachika Komiyama	(Renomination)
* Senior Vice President, Director of the Board	Makoto Inukai	(Renomination)
Statutory Auditor	Satoshi Fujita	(Not eligible for reelection)
Statutory Auditor	Takahiro Kubota	(Not eligible for reelection)

Notes: Persons marked with an asterisk are serving concurrently as Director (candidate), Executive Officer of JVC Kenwood (expected), or President of Manufacturing Subsidiaries (expected).

Ryuhei Nakazawa (Current Senior Vice President, Director of the Board), and Tomohiko Yoshimura (Current Senior Vice President, Director of the Board) will retire.