



June 24, 2009

Company: JVC KENWOOD Holdings, Inc.
 Representative: Haruo Kawahara, Chairman, President and CEO
 (Code: 6632; 1st Section of Tokyo Stock Exchange)
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Notice on New Management Systems of JVC KENWOOD Holdings, Inc. and its Operating Companies

JVC KENWOOD Holdings, Inc. (JVC Kenwood) hereby announces that at its First Ordinary General Meeting of Shareholders held today, nine Directors and one Auditor, were elected and at its subsequent Board of Directors meeting passed a resolution appointing Representative Directors. As a result of introducing a system for officers to hold positions of responsibilities under the new system of Executive Officers (announced on April 28, 2009) effective today, the traditional system for Directors to hold a position of responsibility has been abolished. Meanwhile, the following new management systems have been set up with Presidents of Operating Companies as Directors to promote integrated management of the JVC Kenwood Group.

JVC Kenwood also announces that Representative Directors, Directors and Auditors were elected of its operating companies — Victor Company of Japan, Limited (JVC), Kenwood Corporation (Kenwood) and J&K Car Electronics Corporation (J&K Car Electronics, name changed from J&K Technologies Corp. today) — and a resolution on the commissioned work of the Directors was newly adopted.

1. New Management Systems

Directors of the Board and Auditors

Position	Name	
Chairman and President, Representative Director of the Board, CEO and Representative Director of the Board of JVC	Haruo Kawahara	(Former Chairman, Representative Director of the Board)
Director of the Board and CFO	Hiroshi Odaka	(Former Deputy President, Director of the Board)
Director of the Board, Senior Vice President & Executive Officer, Assistant CEO and Director of the Board of J&K Car Electronics	Jiro Iwasaki	(Former External Director of the Board)
Director of the Board, Senior Vice President & Executive Officer and Assistant CEO	Motoyoshi Adachi	(Renomination)
Director of the Board, and President and Representative Director of the Board of JVC	Hidetoshi Yoshida	(Newly elected)
Director of the Board, President and Representative Director of the Board of J&K Car Electronics, and Representative Director of the Board of Kenwood	Kazuo Shiohata	(Newly elected)
Director of the Board, and President and Representative Director of the Board of Kenwood	Kazuhiro Aigami	(Newly elected)
Director of the Board (External)	Koji Kashiwaya	(Renomination)
Director of the Board (External)	Makoto Matsuo	(Renomination)
Auditor and Auditor (External) of Kenwood	Shigeharu Tsuchitani	(Not eligible for reelection)
Auditor and Auditor (External) of JVC	Hideaki Kato	(Not eligible for reelection)
* Auditor (External) and Auditor (External) of JVC	Noriyuki	(Not eligible for reelection)

Translation –For Reference only–

		Shouyama	
*	Auditor (External)	Akihiko Washida	(Not eligible for reelection)
*	Auditor (External) and Auditor (External) of Kenwood	Koichi Kurosaki	(Newly elected)

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

Executive Officers

	Position	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 JVC and J&K Car Electronics), General Executive, Strategic Human Resources & Administrations Division and Director of the Board of J&K Car Electronics	Jiro Iwasaki	(Newly elected)
*	Senior Vice President & Executive Officer, Assistant CEO (marketing, brand strategies, and IT) , General Executive, Business Development & Strategy Division and General Executive, Business Affairs Office	Motoyoshi Adachi	
	Senior Vice President & Executive Officer, General Executive, Integrated Synergy Development Division, and Director of the Board of J&K Car Electronics	Hiroyuki Taki	
	Senior Vice President & Executive Officer and General Executive, New Business Development Center	Satoru Maeda	
	Senior Vice President & Executive Officer and General Executive, Strategic Research & Development Division	Keiichiro Doi	

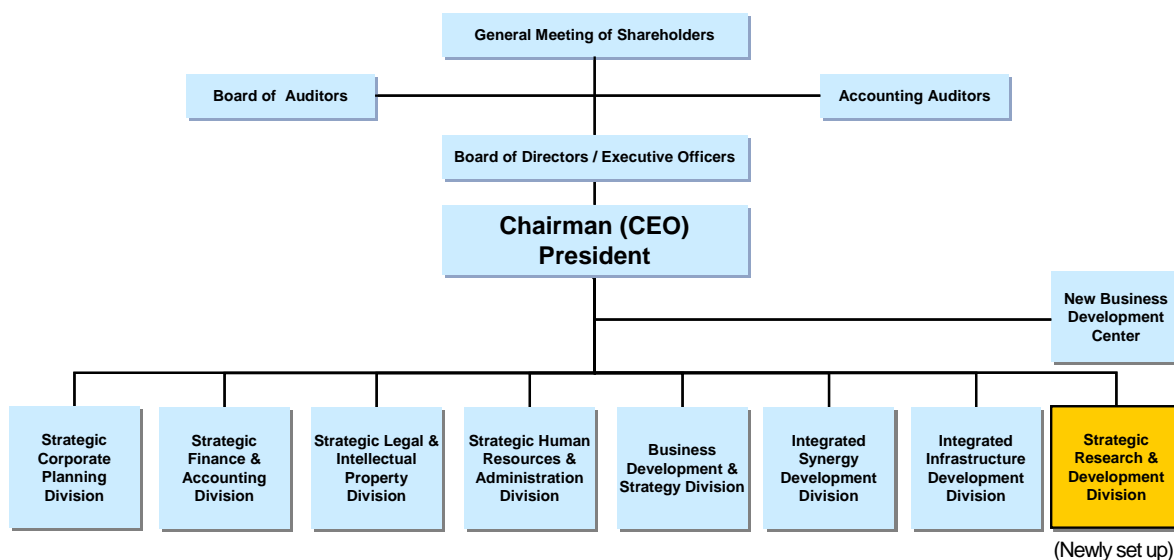
*Concurrently serving as Director of the Board

2. Organizational System and General Executives

In order to promote the integration of technical strategies, an Strategic Research & Development Division was newly set up today, where the Core Technical R&D Center in the Kurihama R&D Center of JVC has been transferred.

Each Division has now only the post of General Executive, and the post of Deputy General Executive was dissolved.

Effective July 1, 2009, Mr. Tomohiro Kushima (current President of SPARX Capital Partners Co., Ltd.) will become General Executive, Strategic Corporate Planning Division ^(*) and Mr. Hiroshi Odaka will concentrate on fulfilling the duties of Director of the Board, CFO and Assistant CEO (management strategies, financial strategies and Group consolidated business plans).



Translation –For Reference only–

General Executives

	Main General Executives	Name	
*	General Executive, Strategic Corporate Planning Division ⁽²⁾	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	Kazuhiko Hikichi	(Newly elected)
*	General Executive, New Business Development Center	Satoru Maeda	
*	General Executive, Strategic Research & Development Division	Keiichiro Doi	(Newly elected)
	General Manager, Corporate Audit Office	Yoichi Oyama	
	General Manager, Environmental Sustainability Office	Kiyoshi Osaki	
*	General Manager, Business Affairs Office	Motoyoshi Adachi	
	General Manager, Secretary Office	Ryuichiro Sato	(Newly elected)

*Concurrently serving as Director of the Board or Executive Officer

3. Management Systems of Operating Companies

For management systems of Operating Companies, please refer to “Notice on Change of Name of the Operating Company and Organizational Reform”, which was separately announced today.

(1) Victor Company of Japan, Limited

Directors of the Board and Auditors

	Position	Commissioned work	Name	
	(Director of the Board of JVC Kenwood)		Hidetoshi Yoshida	(Renomination)
	President and Representative Director of the Board			
	Executive Vice President and Representative Director of the Board	General Executive, Corporate Planning Department and Managing Director of Victor Service & Engineering Co., Ltd.	Ryuhei Nakazawa	(Renomination)
*	Representative Director of the Board	Chairman, Committee to Reform Cost Structure	Haruo Kawahara	(Renomination)
	Director of the Board	General Executive, Technology Development Division and General Executive, Products Technology Development Center, Technology Development Division	Masahiko Tsuruta	(Renomination)
	Director of the Board	General Executive, Home Entertainment Business Division	Manabu Saito	(Renomination)

Translation –For Reference only–

Director of the Board	General Executive, Digital Imaging Products Business Division	Nobuo Hori	(Renomination)
Director of the Board	Deputy President and Director of the Board of Victor Entertainment, Inc. and General Executive, Entertainment Software Division	Nobuhiko Yonemitsu	(Renomination)
Director of the Board	General Executive, Business Incubation Division and General Executive, Business Development Operation, Business Incubation Division	Masanori Kitami	(Renomination)
Director of the Board	General Manager, Human Resources & Administration Department, Assistant to Executive Officer Iwasaki of JVC Kenwood and Assistant to President of J&K Car Electronics	Osamu Ueda	(Renomination)
Director of the Board	General Manager, Financial & Accounting Department, President and Representative Director of the Board of Victor Finance Co., Ltd., Assistant to CFO of JVC Kenwood and Assistant to President of J&K Car Electronics	Takayoshi Sakamoto	(Newly elected)
Statutory Auditor		Kazuo Suetake	(Not eligible for reelection)
* Auditor (External)		Noriyuki Shouyama	(Not eligible for reelection)
* Auditor (External)		Hideaki Kato	(Newly elected)

*Concurrently serving as Director of the Board or Auditor of JVC Kenwood

(2) Kenwood Corporation

Directors of the Board and Auditors

Position	Commissioned work	Name	
(Director of the Board of JVC Kenwood) President and Representative Director of the Board	General Executive, Communications Equipment Division and Chairman, Kenwood Environment Council	Kazuhiro Aigami	(Former Executive Vice President)
* Representative Director of the Board		Kazuo Shiohata	(Former President, Representative Director of the Board)
Senior Vice President, Director of the Board	General Manager, Financial & Accounting Department, Assistant to CFO of JVC Kenwood and Assistant to President of J&K Car Electronics	Masaaki Takeda	(Newly elected)
Senior Vice President, Director of the Board	In charge of engineering, General Executive, Communication System Division and Chief Engineer, Communication System Division	Akira Suzuki	(Newly elected)
Senior Vice President, Director of the Board	General Manager, Human Resources & Administration Department, Assistant to Executive Officer Iwasaki of JVC Kenwood and Assistant to President of J&K Car Electronics	Naomasa Mizuno	(Newly elected)
Senior Vice President, Director of the Board	General Executive, Global Production & Procurement Department	Tomohiko Yoshimura	(Newly elected)
Senior Vice President, Director of the Board	Assistant to General Executive, Radio Communication Systems Division and Executive Vice President (dispatched) of Zetron Inc.	Toshikatsu Neda	(Newly elected)

Translation –For Reference only–

Senior Vice President, Director of the Board	Assistant to General Executive, Car Electronics Sales & Marketing Management Department, Representative of Kenwood Americas Headquarters, and President and Representative Director of the Board (dispatched) of Kenwood U.S.A. Corporation	Jyunji Kobayashi	(Newly elected)
Senior Vice President, Director of the Board (External) Statutory Auditor		Nobuo Seo	(Renomination)
		Osamu Hamada	(Not eligible for reelection)
* Auditor (External)		Koichi Kurosaki	(Not eligible for reelection)
* Auditor (External)		Shigeharu Tsuchitani	(Newly elected)

*Concurrently serving as Director of the Board, Auditor of JVC Kenwood or President and Representative Director of the Board of each Operating Company

(3) J&K Car Electronics Corporation

J&K Technologies Corp. changed its name to J&K Car Electronics Corporation effective today.

For details, please refer to “Notice on Change of Name of the Operating Company and Organizational Reform”, which was separately announced today.

Directors of the Board and Auditors

Position	Commissioned Work	Name	
(Director of the Board of JVC Kenwood) President and Representative Director of the Board		Kazuo Shiohata	(Former Representative Director of the Board)
Executive Vice President, Director of the Board	General Executive, OEM Division	Nobuo Maeda	(Former Representative Director of the Board)
Executive Vice President, Director of the Board	General Executive, Consumer Division	Shoichiro Eguchi	(Newly elected)
* Senior Vice President, Director of the Board	Assistant President (Corporate and Financial & Accounting)	Hiroyuki Taki	(Newly elected)
* Senior Vice President, Director of the Board	Chairman, Structure Innovation Conference	Jiro Iwasaki	(Newly elected)
Senior Vice President, Director of the Board	General Executive, Technology Development Division	Shigenori Abe	(Renomination)
Senior Vice President, Director of the Board	General Executive, Global Production & Procurement Division and President of Kenwood Nagano Corporation	Masachika Komiyama	(Renomination)
* Senior Vice President, Director of the Board	Assistant to General Executive, Technology Development Division, President and Director of the Board (dispatched) of JVC Electronics Singapore Pte. Ltd., and Planning of Overseas Businesses	Makoto Inukai	(Renomination)
Auditor		Satoshi Fujita	(Not eligible for reelection)

Translation –For Reference only–
Auditor

Takahiro (Not eligible for
Kubota reelection)

*Concurrently serving as Director of the Board, Executive Officer of JVC Kenwood or President of each Manufacturing
Subsidiary