



September 25, 2009

Company: JVC KENWOOD Holdings, Inc.
 Representative: Haruo Kawahara, Chairman, President and CEO
 (Code: 6632; First Section of the Tokyo Stock Exchange)
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Announcement on changes to organization and new positions of directors as of October 1

JVC KENWOOD Holdings, Inc. (JVC Kenwood) decided to make changes of its organization and assign new positions to directors as of October 1.

1. Purposes

JVC Kenwood has grappled with several structural reforms since we integrated our managements on October 1, 2008, and completed key steps in the past year. Now JVC Kenwood is to make changes of its organization and assign new positions to directors as of October 1, abolishing the director-in-charge system in the holding company to simplify the organizational structure of the holding company and to speed up decision making.

2. Key changes of organization and personnel exchanges

(1) Simplifying organization and speeding up decision making through integration of divisions

1) Establishment of (New) Strategic Corporate Planning Division

JVC Kenwood will establish the Strategic Corporate Planning Division, integrating the current Strategic Corporate Planning Division and Business Development & Strategy Division. JVC Kenwood will simplify its decision-making organization by integrating the functions such as management strategies planning, including mid-term management plans, the public relations and the advertisement. JVC Kenwood will also place the Business Affairs Office under its umbrella. The Business Affairs Office is currently under the control of the CEO.

2) Centralization of corporate function

JVC Kenwood will centralize the corporate function by putting the current Strategic Legal & Intellectual Property Division, which will become the General Strategic Legal & Intellectual Operation, and the Environmental Sustainability Office under the Strategic Human Resources & Administration Division. The Environmental Sustainability Office is currently under the control of the CEO. JVC Kenwood will put the personnel section of an operating company under its control, thereby unifying the personnel policies.

3) Integrated Synergy Development Division to absorb Integrated Infrastructure Development Division

To minimize inventory by beefing up PSI (production, sales and inventory) management, and to completely carry out and promote cash-flow management, the Integrated Infrastructure Development Division, which will become the Infrastructure Technologies Operation, is to be absorbed in the Integrated Synergy Development Division.

4) Establishment of New Business Start-Up Office in New Business Development Center

JVC Kenwood will establish a new system within the New Business Development Center, aimed at specific commercialization of products that are currently under development.

(2) Promotion of personnel exchange between operating companies

Following on from the personnel exchange of top-level general managers between JVC and Kenwood that occurred when an organizational change was carried out as of June 24 this year, JVC Kenwood plans to conduct a personnel exchange of second-level general managers as of October 1.

3. Changes in commissioned work of directors

Name	New	Present
Hiroshi Odaka	Director of the Board Director of the Board of JVC, General Executive of Business Solution Business CFO President and Director of the Board of Victor Arcs Co. Ltd.*	Director of the Board General Executive of Victor Business Solution Business CFO
Motoyoshi Adachi	Director of the Board Director of the Board of JVC, General Executive of Home Entertainment Business General Executive of Home Theater, JVC Home Entertainment Business Senior Vice President & Executive Officer, Chief of New Business Start-Up Office in New Business Development Center	Director of the Board General Executive of Victor Home Entertainment Business Senior Vice President & Executive Officer, General Executive of Business Development & Strategy Division General Executive of Business Affairs Office
Jiro Iwasaki	Director of the Board Senior Vice President & Executive Officer, General Executive of Strategic Human Resources & Administration Division Director of the Board of J&K Car Electronics, Chairman of Structure Innovation Conference	Director of the Board Senior Vice President & Executive Officer, Assistant CEO (Support of Structure Innovation, Victor and J&K Car Electronics) General Executive of Strategic Human Resources & Administration Division Director of the Board of J&K Car Electronics, Chairman of Structure Innovation Conference

*As of September 28, 2009

JVC - Victor Company of Japan, Limited

Kenwood - Kenwood Corporation

J&K Car Electronics - J&K Car Electronics Corporation