



May 14, 2010

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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Notice on Changes of Representative Director and Officers

At its Board of Directors meeting held today, JVC KENWOOD Holdings, Inc. (the Company) decided on the nomination of nine candidates for Directors, which will be submitted for approval at the Company's 2nd Ordinary General Meeting of Shareholders to be held on June 24, 2010.

The appointment of Directors will be officially determined at the Company's 2nd Ordinary General Meeting of Shareholders and a subsequent meeting of the Board of Directors.

1. Reasons for the changes

The Company aims to reconstruct the Group's corporate structure to achieve new growth by overhauling the Group's management under the leadership of the Company, restructuring Victor Company of Japan, Limited (JVC), and enhancing the structures of Kenwood Corporation (Kenwood) and J&K Car Electronics Corporation (J&K Car Electronics). To this end, the Company will strengthen the system for managing the Group as a whole by bringing in a new generation of management at operating companies, and reinforce and promote management and financial strategies by concentrating capabilities within and outside the Company.

2. Candidate for new Representative Director

Name	Kazuo Shiohata
New Position	Representative Director, in charge of management and finance reforms
Current Position	Director, President and Representative Director of J&K Car Electronics, Representative Director of Kenwood Corporation Assistant CEO (management reforms)

* There will be no change in the current position of Chairman, President and CEO Haruo Kawahara.

3. Changes in other officers

(1) Candidates for new Directors (four persons)

Name	Hisayoshi Fuwa
New Position	Director, in charge of Management Strategy
Current Position	Advisor of Toshiba Corporation

Name	Yuta Ito
New Position	Director, President and Representative Director of the Board of Victor Company of Japan, Limited and General Manager of Digital Imaging Business Division, Victor Company of Japan, Limited
Current Position	President and Representative Director of the Board of Victor Company of Japan, Limited and General Manager of Digital Imaging Business Division, Victor Company of Japan, Limited

TRANSLATION - FOR REFERENCE ONLY -

Name	Shoichiro Eguchi
New Position	Director, President and Representative Director of J&K Car Electronics, Representative Director Kenwood
Current Position	Executive Vice President, Director of J&K Car Electronics, General Manager of Consumer Division and Assistant to President of J&K Car Electronics

Name	Nobuo Seo
New Position	Director (External)
Current Position	Director of Kenwood (External)

(2) Retiring Directors (three persons)

Name	Jiro Iwasaki
Current Position	Director, Senior Vice President & Executive Officer, General Manger of Strategic Human Resources & Administration Division and Director of J&K Car Electronics, Chairman of Structure Innovation Conference

Name	Motoyoshi Adachi
Current Position	Director, Director of the Board of JVC, General Manager of Home Entertainment Division, General Manager of Home Theater Operation, Home Entertainment Division, and Senior Vice President & Executive Officer, General Manager of New Business Start-Up Office in New Business Development Center

Name	Makoto Matsuo
Current Position	Director (External)

* There will be no changes in the current positions of Directors Hiroshi Odaka, Kazuhiro Aigami and Koji Kashiwaya.

4. Changes in Representative Director of J&K Car Electronics

Candidate for new Representative Director

Name	Shoichiro Eguchi
New Position	Director of the Company
Current Position	President and Representative Director of J&K Car Electronics
Current Position	Executive Vice President, Director of J&K Car Electronics General Manager of Consumer Division and Assistant to President of J&K Car Electronics

5. Scheduled date of changes

June 24, 2010