



May 28, 2010

Company: JVC KENWOOD Holdings, Inc.
 Representative: Haruo Kawahara, Chairman, President and CEO
 (Code: 6632; First Section of the Tokyo Stock Exchange)
 Contact: Hiroshi Odaka, Director and CFO
 (Tel: +81-45-444-5232)
 (E-mail: prir@jk-holdings.com)

Notice on Transfer of Fixed Assets

JVC KENWOOD Holdings, Inc. resolved at a Board of Directors meeting today to transfer the Yokohama Plant of Victor Company of Japan, Limited (JVC), where the head offices of the Company and its subsidiary JVC are located, as described below.

1. Reason for the transfer

The JVC Kenwood Group plans to increase cash holdings and consolidate gross assets by continuing to dispose of fixed assets in accordance with the "Action Plan for Reconstruction of The Corporate Base," which it announced separately today and its medium-term management plan. As part of these efforts, the Group decided to transfer land and buildings of the JVC Yokohama Plant to SG Realty Co., Ltd. (the "Transfer") after going through the necessary procedures.

JVC Kenwood plans to relocate from the building in the Plant, which requires renovations, while repaying interest-bearing debts with the proceeds of the Transfer. As a result, in addition to significantly reducing expenses such as for seismic retrofitting and waterproofing work, which would accrue if the buildings were to continue to be used, the head office divisions and the administrative divisions of the operational divisions of JVC Kenwood and JVC, which are scattered throughout several Plant buildings, can be optimally relocated, further streamlining and enhancing the integrated management of JVC Kenwood and JVC.

Relocation of the head office divisions and the administrative divisions of operational divisions of JVC Kenwood and JVC at the Plant is scheduled to be completed by the end of December 2010, however, the new locations have not yet been determined.

The Irie Plant of JVC and the Labor Hall adjacent to the Plant are not included in the Transfer.

2. Details of the assets to be transferred

Details and location of the assets	Book value*	Transfer value*	Current status
Land 39,104.77m ² Building 51,684.44m ² 3-12 Moriya-cho, Kanagawa-ku, Yokohama-shi, Kanagawa	Land 6,300 Building 976	6,330	Factory and office

*Amounts indicated in millions of yen

3. Overview of the recipient of transfer

(1) Name	SG Realty Co., Ltd.
(2) Location	68 Tsunoda-cho, Kamitoba, Minami-ku, Kyoto-fu, Kyoto
(3) Title and name of the representative	President and CEO Masataka Nakada
(4) Business description	Business related to real estate rental and management, and planning of real estate strategies
(5) Capital	20,000 million yen
(6) Date established	August 21, 2007
(7) Significant shareholders and their shareholding ratios	SG Holdings Co., Ltd. 100%
(8) Relation to JVC Kenwood	There are no capital ties, personnel or trading interests.

4. Schedule of the transfer

May 28, 2010	Resolution at the Board of Directors meeting
June 15, 2010	Conclusion of sales contract, delivery of property (planned)
End of December 2010	Evacuation in as-is condition (planned)

5. Future implications

As a result of the Transfer, we expect to incur an extraordinary loss (loss on sales of fixed assets and miscellaneous expenses) of 2.2 billion yen, which has already been accounted for in the earnings forecast for the fiscal year ending March 2011 announced on May 14, 2010.