



January 18, 2011

Company: JVC KENWOOD Holdings, Inc.  
 Representative: Haruo Kawahara, Chairman,  
 President and CEO  
 (Code Number: 6632; First Section  
 of the Tokyo Stock Exchange)  
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### Notice Concerning Determination of Issue Price and Disposition Price, Etc.

JVC KENWOOD Holdings, Inc. ("JVC Kenwood") hereby announces that, in connection with its issuance of new shares and disposition of its treasury shares through an international offering resolved on January 5, 2011 by its Board of Directors, it has determined the issue price, disposition price, etc. as set forth below.

#### 1. Issuance of New Shares through the International Offering

|     |  |                      |  |
|-----|--|----------------------|--|
| (1) | Issue price (offer price) per share                                    | (Note 1)             | ¥355   |
| (2) | Total issue price (offer price)  | (Note 2)             | ¥10,650,000,000  |
| (3) | Amount of payment per share  | (Note 1)             | ¥331.54  |
| (4) | Total amount of payment  | (Note 2)             | ¥9,946,200,000   |
| (5) | Amount by which stated capital and capital reserve are to be increased | (Note 2)<br>(Note 3) | Amount by which stated capital is to be increased<br>¥0  |
|     |  |                      | Amount by which capital reserve is to be increased<br>¥0 |
| (6) | Payment date   |                      | Tue., January 25, 2011                                   |

Notes: 1. The underwriter will purchase the shares at the amount of payment, and offer the shares at the issue price (offer price).

Note: This press release does not constitute an offer of any securities for sale. This press release has been prepared for the sole purpose of publicly announcing the issue price, the disposition price and other matters relating to the issuance of its new shares and disposition of treasury shares, and not for the purpose of soliciting investment or engaging in any other similar activities within or outside Japan. In this transaction, no offering or sale will be made in Japan. This press release is not an offer of securities for sale in the United States. The securities referred to above have not been, and will not be registered under the United States Securities Act of 1933, as amended (the "Securities Act"). The securities may not be offered or sold in the United States absent registration or an exemption from registration under the Securities Act. If any public offering of securities is made in the United States, it will be by means of a prospectus that may be obtained from JVC Kenwood or any selling security holder that will contain detailed information about JVC Kenwood and its management, as well as financial statements of JVC Kenwood. The securities referred to above will not be publicly offered or sold in the United States.

2. These figures assume the full exercise by the underwriter of the option described in Section 2.(2) of "Reference" below.
3. As the maximum amount by which stated capital, etc. is to be increased that is calculated in accordance with Article 14, Paragraph 1 of the Rules of Account Settlement of Companies is ¥0, the amount by which stated capital and capital reserve are to be increased is ¥0, respectively.

## 2. Disposition of Treasury Shares through the International Offering

|     |  |        |                        |
|-----|--|--------|------------------------|
| (1) | Disposition price (offer price)<br>per share | (Note) | ¥355                   |
| (2) | Total disposition price (offer price)        |        | ¥4,260,000,000         |
| (3) | Amount of payment per share                  | (Note) | ¥331.54                |
| (4) | Total amount of payment                      |        | ¥3,978,480,000         |
| (5) | Payment date                                 |        | Tue., January 25, 2011 |

Note: The underwriter will purchase the shares at the amount of payment, and offer the shares at the disposition price (offer price).

### < Reference >

#### 1. Calculation of Issue Price (Offer Price) and Disposition Price (Offer Price)

|     |                                      |                        |       |
|-----|--------------------------------------|------------------------|-------|
| (1) | Calculation reference date and price | Tue., January 18, 2011 | ¥391  |
| (2) | Discount rate                        |                        | 9.21% |

#### 2. Class and Number of Shares to be Offered

42,000,000 shares of common stock of JVC Kenwood which is the total of (1) and (2) below:

- (1) 40,000,000 shares of common stock of JVC Kenwood as shares to be purchased and underwritten by the underwriter; and
- (2) Up to 2,000,000 shares of common stock of JVC Kenwood to be issued pursuant to an option granted to the underwriter.

- End -

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