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Company JVC KENWOOD Holdings, Inc.  
 Representative Haruo Kawahara, Chairman, President and CEO  
 (Code: 6632; First Section of the Tokyo Stock Exchange)  
 Contact Hisayoshi Fuwa, Director and CFO  
 (Tel: +81-45-444-5232)

## Notice on Revision of Earnings Forecast for the Fiscal Year Ended March 2011

JVC KENWOOD Holdings, Inc. (JVC Kenwood) announces it has revised its earnings forecast for the fiscal year ended March 2011 announced on October 28, 2010, as follows, based on earnings trends in the third quarter and thereafter.

JVC Kenwood does not disclose its non-consolidated earnings forecast.

### 1. Revision to Earnings Forecast

#### Revisions to Earnings Forecast for Fiscal Year Ended March 2011

(Million yen)

	Net sales	Operating profit (loss)	Ordinary income (loss)	Net income (loss)	Net income (loss) per share (yen)
Previous forecast (A) (Announced on October 28, 2010)	360,000	11,000	4,500	(8,000)	(82.74)
Revised forecast (B)	352,000	12,500	7,000	(4,000)	(38.36)
Amount of change (B - A)	(8,000)	+1,500	+2,500	+4,000	—
Rate of change (%)	(2.2%)	+13.6%	+55.6%	—	—
(Reference) Results for fiscal year ended March 2010	398,663	(6,453)	(14,752)	(27,795)	(287.48)

Note: JVC Kenwood conducted a share consolidation, consolidating 10 shares to 1 share, as of August 1, 2010. It also performed an Issuance of New Shares and Disposition of Treasury Shares as of January 25, 2011.

Net income (loss) per share in the previous forecast (A), that in the revised forecast (B) and that in (reference) results for fiscal year ended March 2010, mentioned above, were calculated on the assumption that the share consolidation was conducted at the beginning of the said period, so that the figures can be easily compared with one another. (Net income (loss) per share in the previous forecast (A) and that in (reference) results for fiscal year ended March 2010 were obtained by multiplying by 10 the figures initially announced.)

Changes in the number of shares resulting from the issuance of new shares and disposition of treasury shares are not reflected in net income (loss) per share in the previous forecast (A) and that in (reference) results for fiscal year ended March 2010. (If changes in the number of shares resulting from the issuance of new shares and disposition of treasury shares are reflected in net income (loss) per share in the previous forecast (A), net loss per share will be 76.72 yen.)

### 2. Reason for Revision

JVC Kenwood revised its earnings forecast for the fiscal year ended March 2011 as of October 28, 2010, based on earnings results for the first-second quarters and exchange trends. With regard to the revised forecast, net sales for the third quarter were as projected, while operating profit, ordinary income and net income were much better than projected, respectively. However, we left our earnings forecasts for the full fiscal year as they were in consideration of many uncertainties in the fourth quarter, including seasonal factors, the economic environment and the status of the voluntary early retirement programs implemented in line with the "Action Plan for Reconstructing

Corporate Base.”

In the fourth quarter, sales opportunities for some businesses decreased in the Japanese market due to the effect of the Tohoku Pacific Offshore Earthquake, which occurred on March 11, 2011. However, as a result of our efforts to enhance sales for overseas markets in the Car Electronics business and the Professional Systems business, sales remained robust in the After-market segment and the OEM segment of the Car Electronics business, mainly in overseas markets, while the Land Mobile Radio segment of the Professional Systems business maintained briskness primarily in overseas markets, including the U.S., which is the largest market, and such growth markets as China and other Asian countries, as was the case in the third quarter.

As a result, operating profit for the full fiscal year is projected to be 13.6% larger than the previous forecast, although net sales are expected to be 2.2% smaller than the previous forecast.

Ordinary income for the full fiscal year is projected to be 55.6% larger than the previous forecast thanks to the contribution of ordinary income posted in the third quarter, and we expect to post ordinary income for the first time on a full-year basis since the management integration.

Net loss for the full fiscal year was half the previous forecast due to the contribution of net income posted in the third quarter, although expenses attendant upon the voluntary early retirement programs carried out in line with the “Action Plan for Reconstructing Corporate Base,” which was completed in the fourth quarter, were larger than expected.

Note: The earnings forecast for the fiscal year ended March 2011, mentioned above, is based on the information that is obtained by JVC Kenwood at this time and certain premises JVC Kenwood judges to be rational. Actual earnings may differ from the earnings forecast.

We plan to publicly announce the earnings for the fiscal year ended March 2011 on April 27, 2011.