



July 29, 2011

Company JVC KENWOOD Holdings, Inc.  
 Representative Hisayoshi Fuwa, President and CEO  
 (Code: 6632; First Section of the Tokyo Stock Exchange)  
 Contact Takaaki Nose, General Manager, Public and Investor  
 Relations  
 (Tel: +81-45-444-5232)  
 (E-mail: [priir@jk-holdings.com](mailto:priir@jk-holdings.com))

## Notice on Changes Trade Name, Logo, Website URL and E-Mail Address

JVC KENWOOD Holdings, Inc. (JVC KENWOOD) announces that it will change its trade name from “JVC KENWOOD Holdings, Inc.” to “JVC KENWOOD Corporation” as of August 1 as announced in the “Notice on Resolution of Trade Name Change and Launch of New Management Structure” on June 24, 2011, following the approval of a proposal for a partial amendment to the Articles of Incorporation in accordance with a change of trade name at the third Ordinary General Meeting of Shareholders held on the same day.

Attendant upon the change of trade name, JVC KENWOOD will also change its logo to a new one and make changes to the URL of its website and e-mail address.

### 1. Change of Trade Name

#### (1) New trade name

JVC KENWOOD Corporation

#### (2) Scheduled date of change

August 1, 2011

#### (3) Corporate logo

JVC KENWOOD will also establish a new corporate logo that expresses its new vision toward the merger – “Creating excitement and peace of mind for the people of the world.”

Assuming that the corporate logo will be used in our corporate name, we adopted a high-visibility design by minimizing the use of decoration, including marks, to assure universal appeal without being misleading.

We made the logo simple and refined to bring out a feeling of history and tradition, and to instill a calm confidence and sense of security in those who view the logo. Notwithstanding the logo’s simple expression, the curved lines and roundness of characters symbolize “excitement,” and stable boldfaced characters are symbolic of “peace of mind.” Thus, the desire of JVC KENWOOD to realize its vision of “Creating excitement and peace of mind” is embodied into the logo.

# JVC KENWOOD

### 2. Changes of Website URL and E-mail Address

JVC KENWOOD will change the URL of its website and its e-mail address as of August 1, 2011, following the change of trade name.

	Former URL/e-mail address (until July 31, 2011)	New URL/e-mail address (from August 1, 2011)
Japanese Website	<a href="http://www.jk-holdings.com/">http://www.jk-holdings.com/</a>	<a href="http://www.jvckenwood.co.jp">http://www.jvckenwood.co.jp</a>
English Website	<a href="http://www.jk-holdings.com/en/">http://www.jk-holdings.com/en/</a>	<a href="http://www.jvckenwood.co.jp/en/">http://www.jvckenwood.co.jp/en/</a>
e-mail address*	-----@jk-holdings.com	-----@jvckenwood.com

\*The character string after @ has been changed.