



June 26, 2012

Company Representative	JVC KENWOOD Corporation Shoichiro Eguchi, President and CEO (Code: 6632; First Section of the Tokyo Stock Exchange)
Contact	Takaaki Nose, General Manager, Public and Investor Relations, Strategic Corporate Planning Division (Tel: +81-45-444-5232)

Notice on Launch of New Management Structure

The Company held its fourth periodic general meeting of shareholders today and received approval for the appointment of nine directors and three auditors. Afterwards, at the Board of Directors meeting, a resolution was passed regarding the appointment of the President and CEO. In doing so, the Company set forth with the following new management structure given below together with the new operating officer system and executive officer system that came into effect today.

* Additional work coming about due to the content announced in the “Notice on New Management Structure” on May 16th of this year has been underlined.

1. New management structure

Name		Title
Haruo Kawahara		Representative Director of the Board,
Shoichiro Eguchi		President, Representative Director of the Board
Kazuhiro Aigami		Director of the Board
Satoshi Fujita	(Newly Elected)	Director of the Board
Naokazu Kurihara		Director of the Board
Toshiaki Matsuzawa	(Newly Elected)	Director of the Board
Nobuo Seo		External Director
Koji Kashiwaya		External Director
Junichi Hikita	(Newly Elected)	External Director
* Takayoshi Sakamoto	(Newly Elected)	Auditor
* Akihiko Washida		Auditor (External)
* Shojiro Asai	(Newly Elected)	Auditor (External)

* External Auditors specified in Item 16, Article 2 of the Corporate Law

2. Executive Officer

Name		Title
* Shoichiro Eguchi		Chief Executive Officer (CEO), <u>Chief Risk Officer (CRO), Chairman of Growth Strategy Promotion Conference</u>
* Kazuhiro Aigami		Senior Executive Vice President & Executive Officer, <u>General Executive of Strategic Corporate Planning Division, Assistant to CRO</u>
* Satoshi Fujita		Chief Financial Officer (CFO), <u>General Executive of Strategic Finance & Accounting Division</u>
* Toshiaki Matsuzawa	(Newly Elected)	Senior Vice President & Executive Officer, <u>Assistant to CRO</u>

TRANSLATION - FOR REFERENCE ONLY -

* Naokazu Kurihara		Senior Vice President & Executive Officer, <u>Assistant to CRO</u>
Masaaki Saito	(Newly Elected)	Senior Vice President & Executive Officer, <u>Assistant to CRO</u>
Kensuke Kawai	(Newly Elected)	Chief Technology Officer (CTO), <u>General Executive of Strategic Research & Development Division, General Executive of New Business Incubation Center, Strategic Research & Development Division, General Executive of Software Factory, Strategic Research & Development Division</u>
Masaki Imai	(Newly Elected)	Senior Vice President & Executive Officer, General Executive of Strategic Corporate Planning Division, <u>Corporate Representative of JVCKENWOOD EUROPE Headquarters</u>
Masachika Komiyama		Senior Vice President & Executive Officer, General Executive of Human Resources Management & Administration Division, <u>President of J&K Partners Corporation</u>
Nobuo Ochiai		Senior Vice President & Executive Officer, General Executive of Global Production & Procurement Division, <u>Corporate Representative of JVCKENWOOD ASIA Headquarters</u>

* Concurrently serving as Director of the Board.

3. Operating Officer

Name	Title
Junji Kobayashi	Operating Officer, Corporate Representative of JVCKENWOOD AMERICAS Headquarters, <u>Business Executive of Professional Systems Business Group, JVCKENWOOD AMERICAS Headquarters</u>
Tetsuro Fuse	Operating Officer, General Executive of Intellectual Property Operation, Strategic Research & Development Division
Nobuchika Kinoshita	Operating Officer, General Executive of Domestic Marketing Operation, Strategic Marketing Planning Division

Car Electronics Business Group

Name	Title
* Toshiaki Matsuzawa	Operating Officer, COO of Car Electronics Business Group, General Executive of OEM Division
Makoto Inukai	Operating Officer of Car Electronics Business Group, General Executive of Consumer Division
Shigenori Abe	Operating Officer of Car Electronics Business Group, General Executive of Technology Development Division, General Executive of Car Electronics Strategic Business Planning Division, <u>President of Kenwood Nagano Corporation</u>

Professional Systems Business Group

Name	Title
* Kazuhiro Aigami	Operating Officer, COO of Professional Systems

Akira Suzuki		Business Group Operating Officer of Professional Systems Business Group, General Executive of Communications System Division, <u>General Executive and Chief Engineer of Communications System Division, Corporate Representative of JVC KENWOOD REGIONAL HEADQUARTERS of China</u>
Osamu Muraoka	(Newly Elected)	Operating Officer of Professional Systems Business Group, General Executive of Business Solution Division, <u>General Executive of Communications System Operation, Business Solution Division</u>
Kiyoshi Morohashi		Operating Officer of Professional Systems Business Group, and Chief Engineer of Business Solution Division, General Executive of Engineering Operation, Business Solution Division

Home & Mobile Electronics Business Group

Name		Title
* Naokazu Kurihara		Operating Officer, COO of Home & Mobile Electronics Business Group, <u>Corporate Representative of JVC KENWOOD ASIA HEADQUARTERS</u>
Masayuki Suzuki		Operating Officer of Home & Mobile Electronics Business Group, <u>General Executive of Imaging Division, General Executive of Imaging Products Business Operation, Imaging Division, General Executive of Business Planning Division</u>
Masatoshi Miyamoto	(Newly Elected)	Operating Officer of Home & Mobile Electronics Business Group, General Executive of Sound & Acoustic Division, <u>General Executive of AV Communications Operation, Sound & Acoustic Division, President of Kenwood Home Electronics Corporation</u>

Soft Entertainment Business Group

Name		Title
Masaaki Saito		Operating Officer, COO of Soft Entertainment Business Group, <u>President of Victor Entertainment, Inc.</u>

* Concurrently serving as Executive Officer.