



October 29, 2009

Company: JVC KENWOOD Holdings, Inc.
 Representative: Haruo Kawahara, Chairman, President and CEO
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Announcement on reshuffling of officers of JVC Kenwood and an operating company as of November 1

JVC KENWOOD Holdings, Inc. (JVC Kenwood) has decided to reshuffle officers of JVC Kenwood and an operating company as of November 1, 2009.

1. Purpose

One year has passed since the JVC Kenwood Group was formed through the management integration. Facing the most difficult time since its formation, in order to overcome the difficulties and relaunch the business of Victor Company of Japan, Limited (JVC) on a new path of recovery and toward a new development, while encouraging a united and consolidated management system, we will conduct some reshuffling of officers as of November 1, 2009.

As of August 16, 2009, Mr. Motoyoshi Adachi and Mr. Hiroshi Odaka, our directors, assumed the post of division manager of the Home Entertainment Division of JVC and division manager of the Business Solution Division of JVC, respectively. In addition, Mr. Haruo Kawahara who is the current Chairman, President and CEO of JVC Kenwood, as well as serving as the current Representative Director of JVC and the chairman of the Structural Reform Committee, will be appointed as President and Representative Director of JVC, in lieu of Mr. Hidetoshi Yoshida, who is the current President and Representative Director of JVC on November 1, 2009. He will manage both JVC and JVC Kenwood. Accordingly, both management staff of JVC Kenwood and JVC will work in a seamless manner and support the consolidated management in tandem.

Hidetoshi Yoshida will focus on company-wide growth strategies as Director of the Board of JVC Kenwood, while Ryuhei Nakazawa, currently serving as Executive Vice President and Representative Director of JVC, will promote exchange within the Group to enhance integrated management in the car electronics business.

2. Reshuffling of officers of JVC Kenwood

Name	New	Present
Hidetoshi Yoshida	Director of the Board, Assistant to President	Director of the Board, President and Representative Director of the Board of JVC

3. Reshuffling of officers of operating company

Name	New	Present
Ryuhei Nakazawa	Director of the Board, Assistant to President of J&K Car Electronics	Executive Vice President and Representative Director of the Board of JVC General Executive, Corporate Planning Department of JVC
Osamu Ueda	Director of the Board, General Manager, Human Resources & Administration Department, General Executive, Corporate Planning Department of JVC, Assistant to Executive Officer Iwasaki of JVC Kenwood and Assistant to President of J&K Car Electronics	Director of the Board, General Manager, Human Resources & Administration Department of JVC, Assistant to Executive Officer Iwasaki of JVC Kenwood and Assistant to President of J&K Car Electronics