

November 4, 2009

Company:

Representative:

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

Contact:

(E-mail: prir@jk-holdings.com)

Regarding Today's Reports

There has been a report today in a news organization stating that Victor Company of Japan, Limited is intending to purchase HOYA CORPORATION PENTAX Imaging Systems Division. We have made no such announcement to this effect.

There is no truth to any of the matters described in these reports.