



May 13, 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, Strategic Corporate Planning Division  
(Tel: +81-45-444-5232)

## **Notice on New Management Structure of JVC Kenwood and Operating Companies**

JVC KENWOOD Holdings, Inc. (JVC Kenwood) announces that at a meeting of its Board of Directors held today it has decided nine candidates for directors of the Board to be submitted to the third Ordinary General Meeting of Shareholders, to be held on June 24, 2011. As the terms of all the current executive officers of JVC Kenwood will expire upon completion of this Ordinary General Meeting of Shareholders, JVC Kenwood also decided on a new executive officer structure, which will be established by a decision of the board on June 24, 2011, and introduction of the operating officer system. The details are as follows.

### **1. New management structure**

JVC Kenwood Group has striven to produce synergies as rapidly as possible and driven forward various structural reforms since the management integration implemented on October 1, 2008. As a result, JVC Kenwood's business performance and financial position for the fiscal year-ended March 2011 improved significantly.

JVC Kenwood and three operating companies will merge in October 2011, thus to accelerate the strategy for profitable growth as an integrated company, JVC Kenwood Group is shifting to a new management structure to promote the growth strategy, effective as of May 1, 2011. In this structure, the Chairman leads management integration and merger/integration preparation, while the Chief Executive Officer (CEO) directs business operations. JVC Kenwood also established four "business groups" accompanying four business segments by restructuring the separate management structures of operating companies, and it is shifting to an integrated management structure in which the CEO concurrently serves as President of the three operating companies and the operation of each business group is, in effect, managed by the Chief Operating Officer (COO) reporting to the CEO.

Based on this concept, JVC Kenwood, under the new management structure, has decided to establish a system for operating officers who operate businesses under the COO, transferring most of the retiring directors of operating companies, and thereby minimizing the number of directors of operating companies.

## 2. Directors of the Board (candidates) and Auditors of JVC Kenwood

<b>Name</b>		<b>Title</b>
Haruo Kawahara	(reelected)	Chairman, Representative Director of the Board, Chairman of the Board of Directors
Hisayoshi Fuwa	(reelected)	President, Representative Director of the Board
Kazuo Shiohata	(reelected)	Director of the Board
Shoichiro Eguchi	(reelected)	Director of the Board
Kazuhiro Aigami	(reelected)	Director of the Board
Hiroshi Kukimoto	(newly elected)	Director of the Board
Naokazu Kurihara	(newly elected)	Director of the Board
Koji Kashiwaya	(reelected)	Director of the Board (External)
Nobuo Seo	(reelected)	Director of the Board (External)
Shigeharu Tsuchitani	(Not eligible for reelection)	Auditor
Hideaki Kato	(Not eligible for reelection)	Auditor
Noriyuki Shouyama	(Not eligible for reelection)	Auditor (External)*
Akihiko Washida	(Not eligible for reelection)	Auditor (External)*
Koichi Kurosaki	(Not eligible for reelection)	Auditor (External)*

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

### **Retiring Director (planned)**

Hiroshi Odaka

## 3. Change of Representative Director of JVC Kenwood

### **(1) Reason for Change**

The change is associated with the management structure described above.

### **(2) Name and Title of Retiring Representative Director**

Name	Kazuo Shiohata
Former Title	Representative Director in charge of Management and Financial Reform (To assume the position of Director after retiring from the position of Representative Director of JVC Kenwood.)

#### 4. Executive Officers of JVC Kenwood (planned)

##### Executive Officers (planned)

<b>Name</b>		<b>Title</b>
* Hisayoshi Fuwa	(reelected)	Chief Executive Officer (CEO), COO of Home & Mobile Electronics Business Group, Chairman of Growth Strategy Promotion Conference
* Haruo Kawahara	(reelected)	Senior Executive Officer Responsible for Integrated Management, Chairman of Merger/Integration Preparation Committee
* Shoichiro Eguchi	(reelected)	Deputy President & Executive Officer, General Executive of Strategic Corporate Planning Division, COO of Car Electronics Business Group
* Kazuhiro Aigami	(reelected)	Senior Executive Vice President & Executive Officer, General Executive of Strategic Marketing Planning Division, COO of Professional Systems Business Group
Satoshi Fujita	(reelected)	Senior Vice President & Executive Officer, Chief Financial Officer (CFO), General Executive of Strategic Finance & Accounting Division
* Hiroshi Kukimoto	(newly elected)	Senior Vice President & Executive Officer, Chief Technology Officer (CTO), General Executive of Strategic Research & Development Division
Hiroyuki Taki	(reelected)	Senior Vice President & Executive Officer, General Executive of Corporate Administration Division
Masachika Komiyama	(reelected)	Senior Vice President & Executive Officer, General Executive of Human Resources Management Division
Nobuo Ochiai	(newly elected)	Executive Officer, Senior Vice President, General Executive of Global Production & Procurement Division
* Naokazu Kurihara	(newly elected)	Executive Officer

\* Concurrently serving as Director of the Board of JVC Kenwood.

##### Retiring Executive Officers (planned)

Kazuo Shiohata (To assume the position of Director of JVC Kenwood after retiring from the position of Executive Officer of JVC Kenwood)  
Satoru Maeda

## 5. Operating Officers (planned)

<b>Name</b>	<b>Title</b>
Takayoshi Sakamoto	Operating Officer SOO (Senior Operating Officer), Assistant to CEO, Business Innovation in Europe
Jyunji Kobayashi	Operating Officers JVC America, Corp. Director of the Board, Business Innovation in America, Kenwood U.S.A. Corp. Director
Kensuke Kawai	Operating Officer, General Executive of New Business Development Center
Tadashi Muromoto	Operating Officer, General Manager of Production Innovation, Global Production and Procurement Division
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**

<b>Name</b>	<b>Title</b>
* Shoichiro Eguchi	COO of Car Electronics Business Group
Toshiaki Matsuzawa	Operating Officers SOO Assistant to COO of Car Electronics Business Group, General Executive of OEM Division
Shigenori Abe	Operating Officer, General Executive of Technology Development Division
Makoto Inukai	Operating Officer, General Executive of Consumer Division

\*Concurrently serves as Director of the Board and Executive Officer of JVC Kenwood.

### **Professional Systems Business Group**

<b>Name</b>	<b>Title</b>
* Kazuhiro Aigami	Operating Officer, COO of Professional Systems Business Group
Toshikatsu Neda	Operating Officer, Assistant to COO of SOO Professional Systems Business Group, General Executive of Business Solution Division, General Executive and Chief Engineer of Business Solution Division, General Executive of Communications System Division
Akira Suzuki	Operating Officer, General Executive and Chief Engineer of Communications Equipment Division
Kiyoshi Morohashi	Operating Officer and Chief Engineer of Communication System Division

\*Concurrently serving as Director of the Board and Executive Officer of JVC Kenwood.

### Home & Mobile Electronics Business Group

<b>Name</b>	<b>Title</b>
* Hisayoshi Fuwa	Operating Officer, COO of Home & Mobile Electronics Business Group
* Naokazu Kurihara	Operating Officers SOO Home & Mobile Electronics Business Group, Assistant to COO and Imaging Business, Projector Business, Overseas Business
Masaki Imai	Operating Officer, SOO of Home & Mobile Electronics Business Group, Assistant to COO / Home AV Business, AV Communications Business
Masayuki Suzuki	Operating Officer, General Executive of Imaging Products Business Division

\* Concurrently serving as Director of the Board and Executive Officer of JVC Kenwood.

### Soft Entertainment Business Group

<b>Name</b>	<b>Title</b>
Masaaki Saito	Operating Officer, COO of Soft Entertainment Business Group, President of Victor Entertainment, Inc., Representative Director of the Board

## 6. Management Framework

### JVC

<b>Name</b>		<b>Title</b>
* Hisayoshi Fuwa	(reelected)	President, Representative Director of the Board
Osamu Ueda	(reelected)	Director, Assistant to President
* Masachika Komiyama	(reelected)	Director, General Executive of Human Resources and Administration Department
Tomohiro Hisajima	(Not eligible for reelection)	Auditor (full-time)

\* Concurrently serving as Director of the Board and Executive Officer of JVC Kenwood.

### Kenwood

<b>Name</b>		<b>Title</b>
* Hisayoshi Fuwa	(reelected)	President, Representative Director of the Board
* Kazuo Shiohata	(reelected)	Director
* Masachika Komiyama	(newly elected)	Director
Osamu Hamada	(Not eligible for reelection)	Auditor (Full-time)

\* Concurrently serving as Director of the Board and Executive Officer of JVC Kenwood.

### **J&K Car Electronics**

<b>Name</b>		<b>Title</b>
* Hisayoshi Fuwa	(reelected)	President, Representative Director of the Board
* Shoichiro Eguchi	(reelected)	Director of the Board
* Ryuichiro Sato	(Not eligible for reelection)	Auditor

\* Concurrently serving as Director of the Board and Executive Officer or General Executive of JVC Kenwood.