



May 13, 2011

Company: JVC KENWOOD Holdings, Inc.
Representative: Hisayoshi Fuwa, President, Representative
Director of the Board and CEO
(Code:6632; First Section of the Tokyo Stock
Exchange)
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Notice on Change of Trade Name and Partial Amendment to the Articles of Incorporation

JVC KENWOOD Holdings, Inc. (JVC KENWOOD) announces that at a meeting of its Board of Directors held today it has decided to submit a proposal for a "Partial Amendment to the Articles of Incorporation," in accordance with a change of trade name, to the third Ordinary General Meeting of Shareholders scheduled to be held on June 24, 2011.

1. Change of Trade Name

- (1) Reason for change
JVC KENWOOD is changing its trade name to promote the group's integration as an integrated corporation, while accelerating its strategy for profitable growth.
- (2) New trade name
JVC KENWOOD Corporation
- (3) Scheduled date of change
August 1, 2011 (This is conditional on approval of the "partial amendments to Articles of Incorporation" proposal at the third Ordinary General Meeting of Shareholders, which is scheduled to be held on June 24, 2011)

2. Partial Amendment to the Articles of Incorporation

For the reason above, JVC Kenwood changes its trade name described in the current Articles of Incorporation Item 1 to "JVC KENWOOD Corporation".