



June 24, 2011

Company JVC KENWOOD Holdings, Inc.
 Representative Hisayoshi Fuwa, President and CEO
 (Code: 6632; First Section of the Tokyo Stock Exchange)
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Notice on Resolution of Trade Name Change and Launch of New Management Structure

JVC KENWOOD Holdings, Inc. (JVC Kenwood) announces that, at the third Ordinary General Meeting of Shareholders held today, the proposals for a partial amendment to the Articles of Incorporation in accordance with a change of trade name, and for the election of nine Directors were approved. Then, the subsequent Board of Directors meeting resolved to appoint the Representative Director. As a result, JVC Kenwood started, as described below, a new management structure (which was announced on May 13, 2011), consisting of new executive officer and operating officer systems, both launched today.

JVC Kenwood assigned most of the Directors of operating companies, who all retired, as its operating officers, establishing an integrated business management structure as a unified company. Meanwhile, operating companies are now managed by the minimum necessary number of members.

1. Change of Trade Name and Partial Amendment to the Articles of Incorporation

(1) Change of trade name

- a. New trade name
JVC KENWOOD Corporation
- b. Scheduled date of change
August 1, 2011

(2) Partial amendment to the Articles of Incorporation

Chapter 1: General Provisions
 (Trade Name)

Article 1. The name of the Company shall be “JVC KENWOOD Corporation.”

Chapter 8: Supplemental Provisions

(Effective Date of Change of Trade Name and Elimination of Supplementary Provision)

Article 39: The change in Article 1 (Trade Name) shall come into effect on August 1, 2011.

This Supplementary Provision shall be eliminated as of the relevant effective date.

2. New Management Structure

(1) Directors of the Board and Auditors

Name	Title
Haruo Kawahara (reelected)	Chairman, Representative Director of the Board, Chairman of the Board of Directors, Chairman of Merger/Integration Preparation Committee
Hisayoshi Fuwa (reelected)	President, Representative Director of the Board

TRANSLATION – FOR REFERENCE ONLY –

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)

(2) Executive Officers

Name		Title
* Hisayoshi Fuwa	(reelected)	Chief Executive Officer (CEO), Chairman of Growth Strategy Promotion Conference, Chairman of Preventive measures committee
* Haruo Kawahara	(reelected)	Senior Executive Officer Responsible for Integrated Management, General Manager of Group Governance Office
* Shoichiro Eguchi	(reelected)	Deputy President & Executive Officer, General Executive of Strategic Corporate Planning Division
* Kazuhiro Aigami	(reelected)	Senior Executive Vice President & Executive Officer, General Executive of Strategic Marketing Planning Division
Satoshi Fujita	(reelected)	Chief Financial Officer (CFO), General Executive of Strategic Finance & Accounting Division, General Manager of Group Management Operation, Strategic Finance & Accounting Division
* Hiroshi Kukimoto	(newly elected)	Chief Technology Officer (CTO), General Executive of Strategic Research & Development Division
Hiroyuki Taki	(reelected)	Chief Risk Officer (CRO), 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)	Senior Vice President & Executive Officer, General Executive of Global Production & Procurement Division

- * Naokazu Kurihara (newly elected) Senior Vice President & Executive Officer

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

(3) Operating Officers

Name	Title
Takayoshi Sakamoto	SOO (Senior Operating Officer), Assistant to CEO, Business Innovation in Europe
Junji Kobayashi	Operating Officers JVC Americas Corp. Director of the Board, Business Innovation in America, Kenwood U.S.A. Corp. Director of the Board
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 Manager of Intellectual Property Operation, Strategic Research & Development Division
Shinji Kinoshita	Operating Officer, General Manager of Domestic Marketing Operation, Strategic Marketing Planning Division

Car Electronics Business Group

Name	Title
* Shoichiro Eguchi	COO (Chief Operating Officer) of Car Electronics Business Group
Toshiaki Matsuzawa	SOO Assistant to COO of Car Electronics Business Group, General Executive and Chief Engineer of OEM Division
Shigenori Abe	Operating Officer of Car Electronics Business Group, General Executive of Technology Development Division
Makoto Inukai	Operating Officer of Car Electronics Business Group, General Executive of Consumer Division

Professional Systems Business Group

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

Home & Mobile Electronics Business Group

Name	Title
* Hisayoshi Fuwa	COO of Home & Mobile Electronics Business Group
* Naokazu Kurihara	SOO Assistant to COO of Home & Mobile Electronics Business Group (Imaging Business, Projector Business, Overseas Business), General Manager of Projector Division
Masaki Imai	SOO Assistant to COO of Home & Mobile Electronics Business Group (Home AV Business, AV Communications Business), General Executive of Home AV Division, General Manager of Home Theater Operation, Home AV Division
Masayuki Suzuki	Operating Officer, General Executive of Imaging Products Business Division

Soft Entertainment Business Group

Name	Title
Masaaki Saito	COO of Soft Entertainment Business Group, President of Victor Entertainment, Inc., Representative Director of the Board, Director of Teichiku Entertainment, Inc.

* Concurrently serving as Executive Officer of JVC Kenwood.

(4) Management Framework

JVC

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

Kenwood

Name		Title
* Hisayoshi Fuwa	(reelected)	President, Representative Director of the Board
* Kazuo Shiohata	(reelected)	Director of the Board
* Masachika Komiyama	(newly elected)	Director of the Board, General Executive of Human Resources and Administration Department
Osamu Hamada	(reelection)	Auditor (Full-time)

J&K Car Electronics

Name		Title
* Hisayoshi Fuwa	(reelected)	President, Representative Director of the Board
* Shoichiro Eguchi	(reelected)	Director of the Board

TRANSLATION – FOR REFERENCE ONLY –

* Ryuichiro Sato (Not eligible for reelection) Auditor

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