

News Release

For Immediate Release

Pioneer Aims to Further Strengthen Its Branding and IT Strategies

October 16, 2008, Tokyo, Japan – Pioneer Corporation announced today the establishment of the Corporate Creative Center by unifying the operations of product design, advertising, and branding management, and the Strategic IT Division to strengthen the corporate IT strategy, effective October 16.

The above reorganization was implemented as part of the company's structural reform measures.

At the same time, Pioneer announced changes in management as follows:

<Effective October 1, 2008>

- Mr. Gen Inoshita, currently Executive Officer, and General Manager of Business Planning Division of Home Entertainment Business Group, became Executive Officer, and General Manager of Business Planning Division and General Manager of Audio Planning Department of Home Entertainment Business Group.

<Effective October 16, 2008>

- Mr. Seiichiro Matsuki, currently Senior Executive Officer, and General Manager of Corporate Planning Division, became Senior Executive Officer, and General Manager of Corporate Planning Division; and in charge of Strategic IT Division and Speaker Business.
- Mr. Tatsuo Takeuchi, currently Senior Executive Officer, and General Manager of Personnel Division, became Senior Executive Officer, and General Manager of Personnel Division and General Manager of Human Resource Development Center.
- Mr. Noboru Keitoku, currently President of Pioneer Design Corporation, became General Manager of Corporate Creative Center.
- Mr. Yoichi Tanaka, currently Senior Manager of Strategic IT Department of Corporate Planning Division, became General Manager of Strategic IT Division.

About Pioneer:

Pioneer Corporation is a leading global manufacturer of consumer- and business-use electronics products such as audio, video and car electronics. Its shares are traded on the Tokyo Stock Exchange.

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