

News Release

For Immediate Release

Pioneer Announces Change in Management

July 31, 2009, Tokyo, Japan – Pioneer Corporation announced today change in management as follows:

<Effective July 31, 2009>

- Mr. Kunio Kawashiri, previously serving as General Manager of Corporate Administration Division of Mitsubishi UFJ Financial Group, Inc., was named Executive Officer and in charge of Budgeting & Subsidiaries Management, Corporate Planning Division of Pioneer Corporation.

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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