

News Release

For Immediate Release

Pioneer Moves Its Head Office Location

November 5, 2009, Tokyo, Japan – Pioneer Corporation announced today that the Company will move its Head Office from Meguro (4-1, Meguro 1-chome, Meguro-ku, Tokyo 153-8654, JAPAN) to its Kawasaki Office, Kanagawa, Japan. As part of restructuring measures, Pioneer is proceeding with the integration of its five main operating bases in Japan into two locations at the cities of Kawasaki and Kawagoe, with the aim to optimize the efficiency of its head office and back office functions.

The move has been started and will be completed on November 24, 2009 and the Kawasaki Office will be the new head office thereafter.

The change of headquarters location stipulated in the Articles of Incorporation of the Company will be made after the approval at a general meeting of shareholders.

Information on the new Head Office

Address: 1-1, Shin-ogura, Saiwai-ku, Kawasaki-shi, Kanagawa, 212-0031,
JAPAN

Telephone: +81-44-580-3211

Relocation Date: November 24, 2009

About Pioneer:

Pioneer Corporation, headquartered in Tokyo, 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.