

**For Immediate Release**

**Pioneer Corporation  
Sharp Corporation**

**Pioneer and Sharp Announce Launch of Optical Disk  
Joint Venture**

November 11, 2009, Tokyo, Japan - Pioneer Corporation (hereinafter "Pioneer") and Sharp Corporation (hereinafter "Sharp") have completed all the necessary procedures and launched their optical disk joint venture today.

Pioneer and Sharp had signed a formal contract for the establishment of the optical disk joint venture on June 25, 2009 and were preparing to launch operations of that joint venture.