

News Release

***For Immediate Release
February 9, 2010***

**Pioneer Announces Progress of Issuance of
New Shares Through Third-Party Allotment to Honda Motor Co., Ltd.**

Pioneer Corporation (hereinafter “Pioneer”) announced today an update on the progress of the issuance of new shares through a third-party allotment to Honda Motor Co., Ltd. (hereinafter “Honda”) as described below (hereinafter the “Issuance of New Shares”). We have earlier made announcements regarding the postponement of such issuance on June 19, September 28, and December 28, 2009.

1. Current Status of the Issuance of New Shares

As Pioneer separately announced today, a meeting of its board of directors held today resolved to (i) issue new shares in an international offering; (ii) strengthen the business alliance with and issue new shares through third-party allotment to Mitsubishi Electronic Corporation; and (iii) form a business alliance with and issue new shares through a third-party allotment to Mitsubishi Chemical Corporation. As a result of the discussions with Honda and considering the progress of the aforementioned financings, both companies have agreed to complete the Issuance of New Shares by March 31, 2010.

2. Future Prospects

The detailed schedule of the Issuance of New Shares is to be finalized through future discussions with Honda. The issue date and the closing date will be announced once they have been determined.

3. Scheduled Timing of Expenditure of Funds

The timing of the expenditure of funds is scheduled for the year ending March 2011. This delay from the originally planned second quarter of the year ended March 31, 2010 (from July to September of 2009) will not have any particular impact on the cash management of Pioneer.

For the details on issuances of new shares described in 1. above, please see the announcements “Pioneer Announces Issuance of New Shares”, “Pioneer Announces Strengthening of Business Alliance with Mitsubishi Electric Corporation and Issuance of New Shares Through Third-Party Allotment” and “Pioneer Announces Business Alliance with Mitsubishi Chemical Corporation and Issuance of New Shares Through Third-Party Allotment”, which were also released today.

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