

News Release

**For Immediate Release
March 5, 2010**

Pioneer Announces Year-end Dividend for Fiscal 2010

Pioneer Corporation has announced that at a meeting of its Board of Directors held today, the Company decided to pay no year-end dividend for fiscal 2010, the year ending March 31, 2010, to its shareholders.

Pioneer positions its dividend policy as one of its highest management priorities. On the basis of maintaining stable dividends, the Company's policy is to set appropriate dividend payments in light of its financial position, consolidated business results, and other factors.

The decision to pay no year-end dividend for fiscal 2010 is attributable to the Company's forecast of a consolidated net loss of ¥54 billion for fiscal 2010.

Going forward, the Company is determined to improve its business performance by striving to ensure the success of ongoing restructuring.

[Dividends per Share of Common Stock]

	Fiscal 2010	Fiscal 2009
Interim dividend.....	¥0.0	¥0.0
Year-end dividend.....	¥0.0	¥0.0
Total annual dividend.....	¥0.0	¥0.0

Cautionary Statement with Respect to Forward-Looking Statements

Statements made in this release with respect to our current plans, estimates, strategies and beliefs, and other statements that are not historical facts are forward-looking statements about our future performance. These statements are based on management's assumptions and beliefs in light of the information currently available to it. We caution that a number of important risks and uncertainties could cause actual results to differ materially from those discussed in the forward-looking statements, and therefore you should not place undue reliance on them. It is not our obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. We disclaim any such obligation. Risks and uncertainties that might affect us include, but are not limited to: (i) general economic conditions in our markets, particularly levels of consumer spending, and levels of demand in the major industrial sectors which we serve; (ii) exchange rates, particularly between the Japanese yen and the euro, the U.S. dollar, and other currencies in which we make significant sales or in which our assets and liabilities are denominated; (iii) our ability to continuously design and develop and win acceptance for our products in extremely competitive markets; (iv) our ability to successfully implement our business strategies; (v) the success of our joint ventures, alliances and other business relationships with third parties; (vi) our ability to access funding; (vii) our continued ability to devote sufficient resources to research and development, and capital expenditures; (viii) our

ability to ensure the quality of our products; (ix) the success of our restructuring plans; and (x) the outcome of contingencies.

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

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