

News Release

***For Immediate Release
March 30, 2010***

Pioneer Announces Sale of Its Former Head Office

Pioneer Corporation today announced that it has concluded an agreement to sell its former head office. The Company has been streamlining the business framework of the entire Pioneer group and improving its financial position as part of its restructuring, and on November 24, 2009 it moved its head office from Meguro-ku, Tokyo to Kawasaki City, Kanagawa, Japan. The land and buildings of the former head office will be sold as follows:

1. Properties to Be Sold:

Former Head Office (Meguro-ku, Tokyo, Japan)

Land: 3,115.28 m² (approx. 33,500 sq. ft.)

Buildings: 22,523.48 m² (approx. 242,400 sq. ft.)

Sale price:

8,800 million yen

Book value (estimated amount as of March 31, 2010):

3,400 million yen

Gain on the sale:

5,200 million yen

Notes: 1. Currently, the properties to be sold have been partly used as sites for the Company's subsidiaries since the Company moved its head office in November 2009.

2. The gain on the sale shown is after the deduction of an estimated amount of expenses related to the sale.

2. Information About the Buyer:

The buyer is a business enterprise listed on the first section of the Tokyo Stock Exchange, but no disclosure about the buyer is made here in accordance with the buyer's wishes. There are no capital, personal or business relationships between the buyer and the Company.

3. Schedule:

March 30, 2010: Conclusion of the sales agreement

By July 30, 2010 (planned): Transfer of ownership and delivery of the properties

4. Future Prospects:

The gain on the above sale was expected to be recorded during fiscal 2010, the year ending March 31, 2010, but will in fact be recorded in fiscal 2011, the year ending March 31, 2011, in which the transfer of ownership and delivery of the properties are

scheduled. The consolidated business forecasts for fiscal 2010 are now under review, and any necessary revisions will be disclosed on a timely basis.

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.

#

For further information, please contact:

Hideki Okayasu

Senior Managing Director and Representative Director

Pioneer Corporation, Japan

Phone: +81-44-580-3211 / Fax: +81-44-580-4064

E-mail: pioneer_shr@post.pioneer.co.jp

IR Website: <http://pioneer.jp/ir-e/>