

News Release

**For Immediate Release
March 30, 2010**

Pioneer Announces Signing of Syndicated Loan Agreement

Pioneer Corporation and its subsidiary Tohoku Pioneer Corporation signed a loan agreement (by method of syndication) with their banks on March 29, 2010 as follows:

Description

1. Overview of Syndicated Loan Agreement

(1) Loan type	Term loan by method of syndication
(2) Agreement date	March 29, 2010
(3) Loan amount	89,430 million yen
(4) Execution date	March 30, 2010
(5) Funding use	Business funding
(6) Loan term	1.5 years and 2.5 years
(7) Arranging bank	The Bank of Tokyo-Mitsubishi UFJ, Ltd.
(8) Syndication banks	The Bank of Tokyo-Mitsubishi UFJ, Ltd., Sumitomo Mitsui Banking Corporation, Mizuho Bank, Ltd., Mitsubishi UFJ Trust and Banking Corporation, The Yamagata Bank, Ltd., Kirayaka Bank, Ltd., The Ashikaga Bank, Ltd., The Shonai Bank, Ltd.

2. Purpose of Syndicated Loan

The purpose of this syndicated loan is to ensure the stability of financing operations and increase the feasibility of Pioneer's business plans by shifting from existing short-term loans to medium-term funds.

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