

News Release

For Immediate Release

Pioneer Announces Proposed Changes in Management

April 20, 2010, Japan – Pioneer Corporation announced today the proposed changes in management as follows:

<Effective May 1, 2010>

(1) Changes in occupation of Directors and Executive Officers:

- Mr. Susumu Kotani, President and Representative Director, will be also in charge of New Business Development, Cable & Network Systems Business Division and Creative Sound & Voice Business Group.
- Mr. Akira Haeno, Senior Managing Director and Representative Director, will retire his post in charge of Engineering & Production Center.
- Mr. Hideki Okayasu, Senior Managing Director and Representative Director, and currently in charge of Corporate Communications Division, Finance and Accounting Division, Human Resources & General Administration Division, Audit Division, and export management in general, will be also in charge of Pioneer Digital Design and Manufacturing Corporation.
- Mr. Satoshi Matsumoto, Managing Director, and currently in charge of ecology, New Business Development Department, Quality Assurance Division, Pioneer Sales & Marketing Corporation, and Pioneer Marketing Corporation, will be in charge of ecology, Quality Assurance Division, Pioneer Sales & Marketing Corporation, and Pioneer Marketing Corporation.
- Mr. Mikio Ono, Managing Director, and currently General Manager of Corporate Planning Division and in charge of IT Division, will be also in charge of Home AV Business and Pro. Sound & Visual Business.
- Mr. Gen Inoshita, Executive Officer, and currently General Manager of Home AV Business Division and of Pro. Sound & Visual Business Division, will be General Manager of Home AV Business Division, and in charge of Pro. Sound & Visual Business Division.
- Mr. Harumitsu Saito, Executive Officer, and currently General Manager of After Market Car Electronics Business Division, will serve as Executive Officer of Pioneer Corporation, and Managing Director of Anyo Pioneer Motor Information Technology Co., Ltd.
- Mr. Kunio Kawashiri, Executive Officer, and currently General Manager of Business Administration Division of Corporate Planning Division, will be also in charge of finance.

(2) Executive Officer who will retire:

- Mr. Haruyuki Inohana, currently Senior Executive Officer, and in charge of Home Electronics Business and Pioneer Digital Design and Manufacturing Corporation.
(Currently he is also Director of Tohoku Pioneer Corporation, and effective June 23, 2010 he will become Managing Director of Tohoku Pioneer Corporation.)

(3) Related personnel changes:

- Mr. Yutaka Sato, currently General Manager of After Market Business Planning Division of After Market Car Electronics Business Division, will also serve as General Manager of After Market Car Electronics Business Division.
- Mr. Yoshiaki Ide, currently Deputy General Manager of Pro. Sound & Visual Business Division, will become General Manager of Pro. Sound & Visual Business Division.

<Effective June 25, 2010>

(1) Change in Representative Director:

- Mr. Mikio Ono, currently Managing Director, will be elected as Managing Director and Representative Director.

(2) Candidates for directors to be newly elected:

- Mr. Kunio Kawashiri, currently Executive Officer, will be elected as Director.
- Mr. Masahiro Tanizeki, President and Representative Director of Toyotsu Syscom Corporation, will be elected as Outside Director.

(3) Directors who will retire:

- Mr. Akira Haeno, currently Senior Managing Director and Representative Director.
- Mr. Shunichi Sato, currently Outside Director.

(4) Candidate for Corporate Auditor to be newly elected:

- Mr. Toshiyuki Ito, currently Senior Executive Officer of Pioneer Corporation, and Chairman & Managing Director of Pioneer Europe NV.

(5) Change in Corporate Auditor:

- Mr. Michiyoshi Ogawa, currently full time Corporate Auditor, will become Corporate Auditor.

(6) Substitute Auditor in case of a vacancy who will retire:

- Mr. Takashi Miyazawa, currently Substitute Auditor in case of a vacancy.

(7) Executive Officers to be newly elected:

- Mr. Masahiro Kawamura, currently General Director of Pioneer RUS Limited Liability Company.
- Mr. Ikuo Tsuritani, currently Managing Director of Pioneer Manufacturing (Thailand) Co., Ltd.
- Mr. Masao Kase, currently President and Representative Director of Pioneer FA Corporation. (Effective June 25, 2010, Mr. Kase will become Deputy General Manager of Engineering & Production Center of Pioneer Corporation, and President and Representative Director of Pioneer FA Corporation.)

(8) Executive Officers who will retire:

- Mr. Toshiyuki Ito, currently Senior Executive Officer.
(Effective June 25, 2010, he will be elected as full time Corporate Auditor.)
- Mr. Takashige Nakano, currently Executive Officer.
(He will remain at his current post of President and Representative Director of Pioneer Sales & Marketing Corporation.)
- Mr. Kunio Kawashiri, currently Executive Officer.
(Effective June 25, 2010, he will be elected as Director.)

(9) Change in Executive Officers:

- Mr. Hiroyuki Mineta, currently Executive Officer, and General Manager of Engineering & Production Center, will be promoted to Senior Executive Officer.
- Mr. Gen Inoshita, currently Executive Officer, will be promoted to Senior Executive Officer.