

News Release

For Immediate Release
September 7, 2007

Pioneer Announces Interim Dividend for Fiscal 2008

TOKYO — Pioneer Corporation today announced an interim cash dividend of ¥5.0 per share of common stock for fiscal 2008, ending March 31, 2008, the same amount as the previous fiscal year. The interim dividend will be paid to shareholders registered as of September 30, 2007 (JST), subject to a Board of Directors resolution at a meeting to be held in late October 2007. The payment date in Japan has been set for December 4, 2007.

Pioneer positions its dividend policy as one of the highest management priorities. On the basis of maintaining stable dividends, the Company sets dividend payments appropriately in light of its financial position, consolidated business results, and other factors.

[Dividends per Share of Common Stock]

	Fiscal 2008	Fiscal 2007
Interim dividend.....	¥5.0	¥5.0
Year-end dividend.....	*	¥5.0
Total annual dividend.....	*	¥10.0

* The amount of the year-end dividend for fiscal 2008 is yet to be determined.

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; (ii) exchange rates, particularly between the yen and the U.S. dollar, euro, and other currencies in which we make significant sales or in which our assets and liabilities are denominated; (iii) our ability to continue to design and develop and win acceptance of our products and services, which are offered in highly competitive markets characterized by continual new product introductions, rapid developments in technology, severe price competition and subjective and changing consumer preferences; (iv) our ability to successfully implement our business strategies; (v) our

ability to compete, as well as develop and implement successful sales and distribution strategies, in light of technological developments in and affecting our businesses; (vi) our continued ability to devote sufficient resources to research and development, and capital expenditure; (vii) our ability to continuously enhance our brand image; (viii) the success of our joint ventures and alliances; (ix) the success of our business restructuring plans; and (x) the outcome of contingencies.

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

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