

News Release

For Immediate Release

Pioneer Announces Proposed Changes in Management

April 28, 2009, Tokyo, Japan – Pioneer announced proposed changes in management as follows:

<Effective June 25, 2009>

(1) Candidates for directors to be newly elected:

- Mr. Tatsuo Takeuchi, currently Senior Executive Officer, and General Manager of Personnel Division and General Manager of Human Resource Development Center, will be elected as Managing Director.
- Mr. Mikio Ono, currently Senior Executive Officer, and General Manager of Corporate Planning Division, and in charge of Strategic IT Division and Speaker Business, will be elected as Managing Director.
- Mr. Takashi Oizumi, attorney at law, will be elected as Outside Director

(2) Directors who will retire:

- Mr. Hajime Ishizuka, currently Executive Vice President and Representative Director, and in charge of Corporate Management Group and Corporate Planning Division, and export management in general
- Mr. Tamihiko Sudo, currently Director
- Mr. Koichi Ueda, currently Outside Director

(3) Change in Director:

- Mr. Hideki Okayasu, currently Managing Director, and General Manager of Finance and Accounting Division and Chief Financial Officer, will be promoted to Senior Managing Director and Representative Director.

(4) Executive Officers who will retire:

- Mr. Masao Kawabata, currently Senior Executive Officer, and Chairman & C.E.O. of Pioneer North America, Inc.
- Mr. Yoshio Taniyama, currently Senior Executive Officer, and General Manager of Corporate Communications Division
- Mr. Sumitaka Matsumura, currently Executive Officer, and Deputy General Manager of Research & Development Group, General Manager of Research & Development Center, and in charge of Standards & Copyright Management Center
- Mr. Kenji Sato, currently Executive Officer, and General Manager of General Administration Division

(5) Change in Executive Officer:

- Mr. Masanori Kurosaki, currently Executive Officer, and General Manager of OEM Business Division of Mobile Entertainment Business Group, will be promoted to Senior Executive Officer.

About Pioneer:

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

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