

News Release

For Immediate Release

Pioneer Announces Proposed Changes in Management

April 18, 2007, Tokyo, Japan – Pioneer announced proposed changes in management as follows:

<Effective June 28, 2007>

(1) Change in director:

- Mr. Hajime Ishizuka, currently Senior Managing Director and Representative Director, will be promoted to Executive Vice President and Representative Director.

(2) Candidates for membership on Pioneer's board of directors to be newly elected:

- Mr. Hideki Okayasu, currently Senior Executive Officer, and General Manager of Finance and Accounting Division, will be elected as Managing Director.
- Mr. Koichi Ueda, professor at Meiji Law School and attorney-at-law, will be elected as Outside Director.

(3) Directors who will retire:

- Mr. Osamu Yamada, currently Senior Managing Director, and General Manager of Research & Development Group and General Manager of Corporate Research & Development Laboratories; and
- Mr. Tatsuhiro Ishikawa, currently Outside Director.

(4) Candidates for Corporate Auditors to be newly elected:

- Mr. Michiyoshi Ogawa, currently Managing Director of Tohoku Pioneer Corporation, will be elected as Corporate Auditor (full time); and
- Mr. Shinichi Yamada, certified public accountant, will be elected as Outside Corporate Auditor.
- Also, Mr. Takashi Miyazawa, currently General Manager of Legal Affairs Division, will be elected as Substitute Auditor in case of a vacancy.

(5) Corporate Auditors who will retire:

- Mr. Makoto Koshiba, currently Corporate Auditor (full time); and
- Mr. Isao Moriya, currently Outside Corporate Auditor.

(6) Executive Officers to be newly elected:

- Mr. Masanori Koshoubu, currently President of Pioneer Micro Technology Corporation, as Senior Executive Officer;
- Mr. Hiroyuki Mineta, currently Managing Director of Pioneer Technology (Shanghai) Co., Ltd., as Executive Officer;
- Mr. Takashige Nakano, currently General Manager of Domestic Sales Division, Mobile Entertainment Business Group, as Executive Officer; and
- Mr. Seiichiro Matsuki, currently General Manager of Engineering & Production Management Division, as Executive Officer.

(7) Executive Officers who will retire:

- Mr. Hideki Okayasu, currently Senior Executive Officer, and General Manager of Finance and Accounting Division; and
- Mr. Kaoru Sato, currently Executive Officer and President of Towada Pioneer Corporation.

(8) Change in Executive Officer:

- Mr. Susumu Kotani, currently Executive Officer, and General Manager of International Business Division, will be promoted to Senior Executive Officer.

<Effective May 16, 2007>

- Mr. Hajime Ishizuka, Senior Managing Director and Representative Director, currently in charge of Corporate Management, Export Management in general, and Procurement Group, will be in charge of Corporate Management, Corporate Planning Division, and Export Management in general;
- Mr. Osamu Yamada, Senior Managing Director, currently General Manager of Research & Development Group and General Manager of Corporate Research & Development Laboratories, will become Senior Managing Director at large;
- Mr. Akira Haeno, Managing Director, currently General Manager of Mobile Entertainment Business Group, will become General Manager of Mobile Entertainment Business Group and in charge of Procurement Group;
- Mr. Susumu Kotani, Executive Officer, currently General Manager of International Business Division, will be in charge of Marketing & Sales of Home Entertainment Business Group and General Manager of International Business Division; and
- Mr. Masanori Koshoubu, currently President of Pioneer Micro Technology Corporation, will become President of Pioneer Micro Technology Corporation, General Manager of Research & Development Group and General Manager of Corporate Research & Development Laboratories.

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.

#

For further information, please contact:

Public Relations

Pioneer Corporation, Tokyo, Japan

Phone: +81-3-3495-9885

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

Website: <http://pioneer.jp>