

For Immediate Release
June 20, 2007

Pioneer Announces Results of Tender Offer for Shares of Tohoku Pioneer Corporation

Pioneer Corporation (the “Company”) conducted a tender offer (the “Tender Offer”) for the shares and the stock acquisition rights of Tohoku Pioneer Corporation (the “Target Company”) commencing on May 15, 2007, based on the resolution at the meeting of its board of directors held on May 14, 2007. As the Tender Offer completed on June 19, 2007, the Company announced the results of the Tender Offer as follows.

1. Outline of Tender Offer

(1) Name and Location of Tender Offeror and Name of Target Company

Tender Offeror: Pioneer Corporation
 4-1, Meguro 1-chome, Meguro-ku, Tokyo
 Name of Target Company: Tohoku Pioneer Corporation

(2) Type of Share Certificates and Other Securities for Tender Offer

- 1) Common Stock
- 2) Stock acquisition rights issued pursuant to the special resolution passed at the ordinary general meeting of shareholders of the Target Company held on June 25, 2004 and the resolution adopted by the board of directors of the Target Company held on the same date (the “Stock Acquisition Rights”)

(3) Number of Share Certificates and Other Securities to be Purchased

Type of Share Certificates and Other Securities	1) Number to be Purchased as Converted into Shares	2) Number to be Over-Purchased as Converted into Shares
Share Certificates	- shares	- shares
Certificates of Stock Acquisition Rights	- shares	- shares
Certificates of Bonds with Stock Acquisition Rights	- shares	- shares
Depository Receipts for Share Certificates and Other Securities ()	- shares	- shares
Total	- shares	- shares

(Note) The Company will purchase all of the tendered share certificates and certificates of Stock Acquisition Rights. The number of share certificates and other securities to be purchased through the Tender Offer (the “Number to be Purchased”) should be 6,678,388 shares, which number is obtained by adding (i) the maximum number of the Target Company’s shares (78,500 shares) which may be issued or transferred upon exercise of the Stock Acquisition Rights (785 rights) to (ii) the remaining number of shares of the total number of issued shares of the Target Company as of September 30, 2006 (20,046,200 shares) described in the semi-annual securities report for the 42nd interim period filed by the Target Company on December 22, 2006 after the deduction of (a) the number of shares held by the Company (13,446,200 shares) and (b) the number of treasury stock held by the Target Company (112 shares as of September 30, 2006). With respect to the Stock Acquisition Rights, each Stock Acquisition Right which had not been exercised as of September 30, 2006 is converted into 100 shares.

(4) Period for Tender Offer

From Tuesday, May 15, 2007 through Tuesday, June 19, 2007 (26 business days)

(5) Price for Tender Offer

- 1) Common Stock: 2,210 yen per share
2) Stock Acquisition Rights: 1 yen per right

2. Results of Tender Offer

(1) Outcome of Tender Offer

The Company will purchase all of the tendered share certificates and certificates of the Stock Acquisition Rights.

(2) Status of Application for Tender Offer

Type of Share Certificates and Other Securities	1) Number to be Purchased as Converted into Shares	2) Number to be Over-Purchased as Converted into Shares	3) Number Tendered as Converted into Shares	4) Number Purchased as Converted into Shares
Share Certificates	- shares	- shares	6,111,285 shares	6,111,285 shares
Certificates of Stock Acquisition Rights	- shares	- shares	- shares	- shares
Certificates of Bonds with Stock Acquisition Rights	- shares	- shares	- shares	- shares
Depository Receipts for Share Certificates and Other Securities ()	- shares	- shares	- shares	- shares
Total	- shares	- shares	6,111,285 shares	6,111,285 shares

(3) Ownership Percentage of Share Certificates and Other Securities after Tender Offer

Number of Voting Rights Represented by Share Certificates and Other Securities Held by Special Related Parties before the Tender Offer	804 units	(Ownership Percentage of Share Certificates and Other Securities before the Tender Offer 0.40%)
Number of Voting Rights Represented by Share Certificates and Other Securities Held by the Company before the Tender Offer	134,462 units	(Ownership Percentage of Share Certificates and Other Securities before the Tender Offer 66.99%)
Number of Voting Rights Represented by Share Certificates and Other Securities Held by Special Related Parties after the Tender Offer	273 units	(Ownership Percentage of Share Certificates and Other Securities after the Tender Offer 0.14%)
Number of Voting Rights Represented by Share Certificates and Other Securities Held by the Company after the Tender Offer	195,574 units	(Ownership Percentage of Share Certificates and Other Securities after the Tender Offer 97.43%)
Total Number of Voting Rights of Shareholders of the Target Company		200,457 units

(Note 1) The “Number of Voting Rights Represented by Share Certificates and Other Securities Held by Special Related Parties before the Tender Offer” and the “Number of Voting Rights Represented by Share Certificates and Other Securities Held by Special Related Parties after the Tender Offer” are the total number of voting rights represented by share certificates and other securities held by each special related party (excluding treasury stock held by the Target Company). Such total number of voting rights includes 273 units of the voting rights represented by the maximum number of the Target Company’s shares (27,300 shares) which may be issued or transferred upon exercise of the Stock Acquisition Rights held by special related parties.

(Note 2) The “Total Number of Voting Rights of Shareholders of the Target Company” is the total number of voting rights of shareholders as of September 30, 2006 described in the semi-annual securities report for the 42nd interim period filed by the Target Company on December 22, 2006.

(Note 3) The “Ownership Percentage of Share Certificates and Other Securities before the Tender Offer” and the “Ownership Percentage of Share Certificates and Other Securities after the Tender Offer” have been rounded to the nearest hundredth.

(4) Calculation for Shares Purchased by Pro Rata Method
Not applicable.

(5) Funds Required for Purchase
13,506 million yen

(6) Method of Settlement

1) Name and Location of Head Office of Securities Company, Bank or Other Institution in Charge of Settlement for Tender Offer
Nomura Securities Co., Ltd. 9-1, Nihonbashi 1-chome, Chuo-ku, Tokyo

2) Commencement Date of Settlement
Tuesday, June 26, 2007

3) Method of Settlement

A notice of purchase through the Tender Offer will be mailed to the address of the shareholders or holders of the Stock Acquisition Rights who are applying for the Tender Offer (the "Applying Shareholders") (or the standing proxy in the case of the non-Japanese shareholder) without delay after the end of the period for the Tender Offer. Payment of the purchase price will be made in cash. The tender offer agent will, in accordance with the instructions by the Applying Shareholder, remit the price for the share certificates or certificates of the Stock Acquisition Rights sold through the Tender Offer without delay on and after the commencement date of settlement to the account designated by the Applying Shareholder or pay at the head office or branch offices of the tender offer agent.

3. Expected Influence on Business Results due to Tender Offer

The Tender Offer will have only a minor influence on the consolidated and non-consolidated business results of the Company.

4. Policies after Tender Offer

The Company plans to make the Target Company its wholly-owned subsidiary. With respect to the shares of the Target Company, which the Company could not acquire through the Tender Offer, the Company plans to conduct a share exchange (the "Share Exchange") with the Target Company in which the Company becomes the parent company and the Target Company becomes the wholly-owned subsidiary. Through the Share Exchange, all of the shares which had not been bid in the Tender Offer will be exchanged with the Company's shares, and the shareholders of the Target Company who are entitled to receive one or more shares of the Company will become the shareholders of the Company. As such Share Exchange will make the Target Company a wholly-owned subsidiary of the Company, the shares of the Target Company are expected to be delisted pursuant to the delisting criteria for shares of the Tokyo Stock Exchange.

In the Share Exchange (if implemented), the share exchange ratio is expected to be determined through consultation between the Company and the Target Company taking into consideration the purchase price of the Tender Offer and the level of the share price of the Company and the results of the corporate value evaluation which will be carried out by the Company and the Target Company and other factors as well as taking into sufficient consideration the benefits of shareholders of each of the Company and the Target Company. However, the economic value of the consideration received by the shareholders of the Target Company through the Share Exchange (shares of the Company or other assets; provided, however, that if any fractional share less than one share of the Company is allocated, proceeds from the sale of such fractional shares will be distributed) may be different from the purchase price for the Tender Offer.

Depending on possible changes to laws, tax practices and procedures (or the interpretation thereof by the authorities concerned) related to the Share Exchange, the status of holdings of the Target Company's shares by the Target Company's shareholders other than the Company after the Tender Offer and other factors, the Company may implement measures other than the Share Exchange which have an effect equivalent to the Share Exchange.

The actual method to make the Target Company a wholly-owned subsidiary, procedures thereof and other related matters will be publicly announced immediately after they are determined.

