

For Immediate Release:

September 3, 2008

JVC Opens "NIPPER'S GINZA" Showroom

New Showroom Opens to Public to Introduce JVC Group Products

Visitors Can Experience Home Theater, AV products, Purchase JVC Original Branded Items

Victor Company of Japan, Ltd. (JVC) announces the opening of the "NIPPER'S GINZA" Showroom at the Victor Building in Shimbashi, Minato-ku, Tokyo, on the main road from Shimbashi to Ginza 4-Corners. NIPPER'S GINZA will open to the public on Wednesday, September 10 as a place to get hands-on experience with the latest JVC Group products.

As forum for the general public to try out the JVC Group's latest products from AV equipment to entertainment content, the NIPPER'S GINZA showroom serves to enhance customer satisfaction and the JVC brand image.

Visitors to NIPPER'S GINZA are welcome to touch and try the latest JVC home theater systems, new audio products and video cameras, as well as entertainment content from JVC Group companies such as Victor Entertainment, Inc., Teichiku Entertainment Inc. and JVC Entertainment Company, Ltd. Visitors can purchase original JVC branded items featuring the dog Nipper, the lovable JVC brand mascot famous as our company logo in Japan.

Features of NIPPER'S GINZA, the JVC Group showroom

1. A comprehensive source of information about the JVC Group in Japan.
2. Hands-on experience with new JVC products and powerful home-theater systems.
3. Original JVC Branded Nipper items on sale.
4. Special public events such as of new audio product trials. The first is a demonstration of the new SX-M7 speakers scheduled for Friday and Saturday, September 12 and 13.

* See the website for details in Japanese: <http://www.jvc-victor.co.jp/28s/>



Artist's image of NIPPER'S GINZA showroom

NIPPER'S GINZA overview

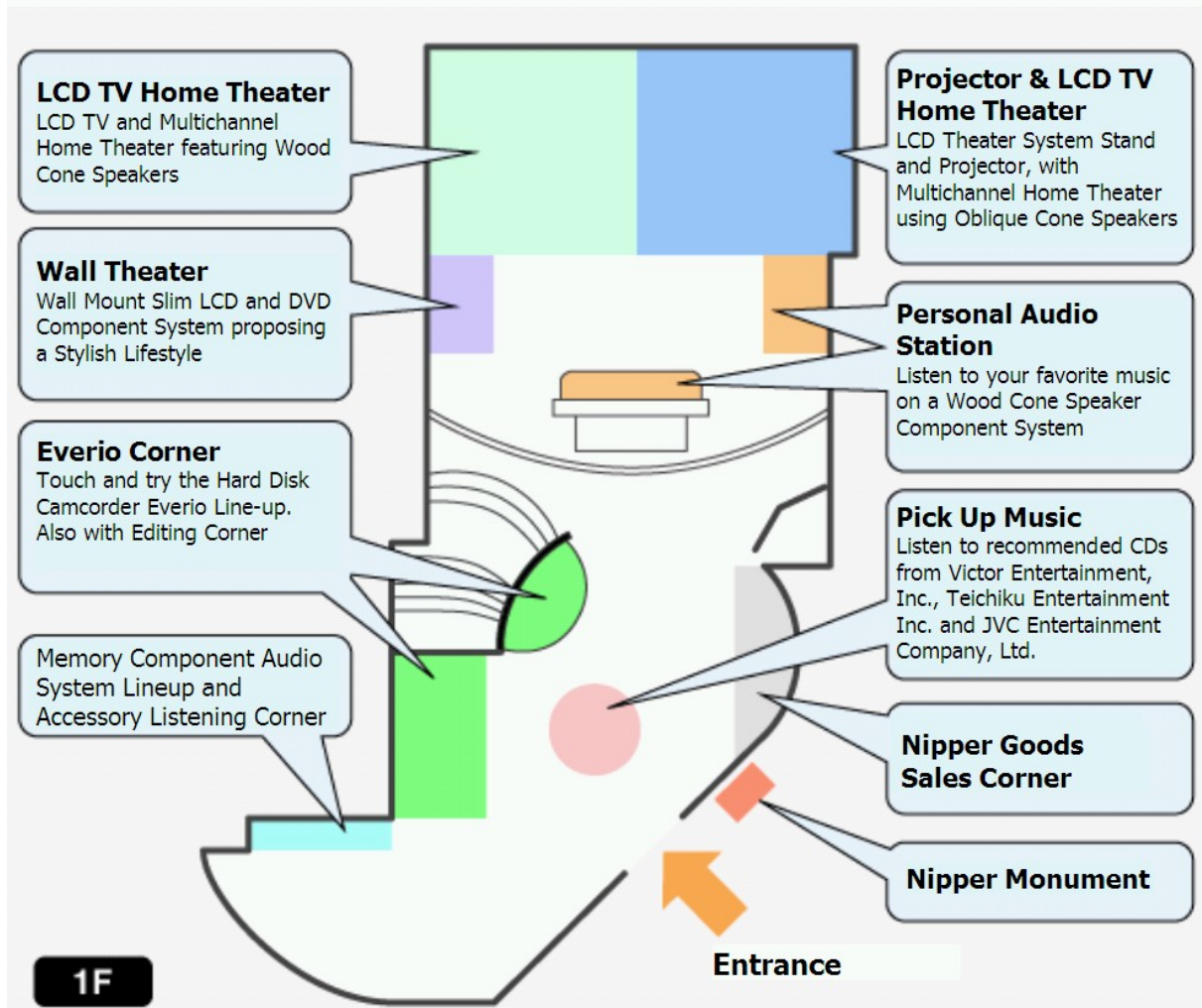
- Name: The NIPPER'S GINZA JVC showroom
- Organizer: Victor Company of Japan, Ltd. (JVC)
- Address: 1F Victor Bldg., 1-7-1 Shimbashi, Minato-ku, Tokyo
- Opening: 4 pm, Wednesday September 10, 2008
- Business hours: Tuesday through Friday 11 am - 8 pm; Saturday 11 am - 7 pm
- Entrance fee: Free of charge
- Closed: Sundays, Mondays, public holidays and JVC holidays

NB: The Showroom will open on Sunday September 14 and Monday September 15, a public holiday, for a special event.

NIPPER'S GINZA

Welcome to the NIPPER'S GINZA JVC Showroom

Floor Plan



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