

For Immediate Release

May 12, 2008

Notice Concerning Representative Director Changes

Victor Company of Japan, Limited (JVC) made the following provisional decisions on Representative Director changes at the Board of Directors Meeting held on May 12, 2008.

1. Content of Change

Hidetoshi Yoshida	Will assume post of President and Representative Director; currently serves as Director and is to be appointed Managing Director on June 27, 2008
-------------------	---------------------------------------------------------------------------------------------------------------------------------------------------

2. Reason for Change

In order to strengthen the management structure of JVC in conjunction with the appointment of Kunihiko Sato (JVC's current President and Representative Director) to the post of President and Representative Director of the holding company JVC KENWOOD Holdings, Inc., which is to be established on October 1, 2008.

3. Planned date for assumption of office

October 1, 2008

4. Profile of New JVC President and Representative Director

See attachment

#

For further information, please contact:
Toshiya Ogata, Senior Staff Manager, or
David Gifford, Manager
Public Relations Group
Corporate Communications Department
Victor Company of Japan, Limited (JVC)
Tel: +81-(0)45-450-2951, 2952
Fax: +81-(0)45-450-2959
E-mail: ogata-toshiya@jvc-victor.jp
dgifford@jvc-victor.jp
URL: <http://www.jvc-victor.co.jp/english>

Attachment:

Profile of New JVC President and Representative Director

May 12, 2008

New post assigned: President and Representative Director

Name: Hidetoshi Yoshida

Date of Birth: November 20, 1956 (aged 51)

Birthplace: Tokyo

Career Milestones:

- March 1980: Graduated from Sophia University, Faculty of Foreign Studies, Department of Russian Language and Studies
- April 1980: Joined Victor Company of Japan, Limited (JVC), Video Division, Export Section
- February 1989 Section leader for deck sales planning (seconded appointment), Consumer Video Dept., Marketing Division, JVC Company of America
- April 1993 Staff Manager in charge of North America, Americas Group, Overseas Marketing Department, Video Division, Video Division Headquarters
- April 1997 Assistant Manager, European Marketing Department, Overseas Marketing Division, AV & Multimedia Division Headquarters
- October 1998 Managing Director, JVC Deutschland GmbH
- April 2005 Associate Director, Victor Company of Japan, Limited
Managing Director, JVC Deutschland GmbH
- June 2006 Director, Victor Company of Japan, Limited
President, Europe Company,
Managing Director, JVC Europe Limited
Managing Director, JVC International (Europe) GmbH
- April 2007 Director, Victor Company of Japan, Limited
President, Europe Company,
Managing Director, JVC Europe Limited
Managing Director, JVC Logistics Europe N.V.
- April 2008 Director, Victor Company of Japan, Limited
In charge of Display Business
General Manager, Display Category, Display Business Group