TRANSLATION - FOR REFERENCE ONLY -

JVC KENWOOD

April 26, 2013

Company	JVC KENWOOD Corporation
Representative	Shoichiro Eguchi, President and CEO (Code: 6632; First Section of the Tokyo Stock Exchange)
Contact	Takaaki Nose, General Manager, Public and Investor Relations, Strategic Corporate Planning Division (Tel: +81-45-444-5232)

(Delayed) New Management Structure

At the Company's Board of Directors Meeting held today, the Company decided upon the eight candidates for director to be discussed at the 5th Ordinary General Meeting of Shareholders to be held on June 25 of this year. Additionally, as the terms of all current executive officers will expire at the conclusion of this meeting, the Company has decided upon the new executive officer system scheduled to be officially approved at the Board of Directors Meeting to be held on June 25 of this year after the 5th Ordinary General Meeting of Shareholders. The new management structure is outlined below.

1. New management structure

The number of directors is decreased by one from nine to eight, who are four full-time directors (i.e. Chairman and three external directors) and four directors serving concurrently as executive officer. The Company aims to establish a management structure that more clearly segregates the duties of the board of directors and the executive officers system.

Under the new management structure, directors serving concurrently as executive officer will take the following responsibilities: (i) the Chief Executive Officer (CEO), (ii) the Chief Strategy Officer (CSO) integrated the function of Chief Financial Officer (CFO) to control corporate strategies, capital and financial strategies including foreign exchange, and legal affairs, (iii) the Executive officer responsible for strengthening specialized equipment businesses and (iv) the Executive Officer responsible for strengthening consumer businesses which are the main drivers for the growth of the Company's business divided into specialized equipment (professional use) and consumer use.

The Board of Directors will promote corporate restructuring through business reorganization and an active management system leading corporate governance, and establish executive officers with sufficient experience of existing internal business operations, as well as external executive officers having a variety of experience.

To achieve these objectives, the Company has reviewed its Chief Operating Officer (COO) structure under which its divisions are grouped and managed by business segment, and has established a structure directly connecting the CEO with the general executive of each division. As a result, the Company will be able to accelerate its decision-making processes, strengthen cross-company collaboration, revitalize the entire organization, and promote business growth.

The organizational structure of the entire Company will be announced later.

2. Prospective Members of the Board

	Name		Title
	Haruo Kawahara		Representative Director of the Board, Chairman of the Board of Directors
	Shoichiro Eguchi		President, Representative Director of the Board
*	Koji Kashiwaya		Director of the Board (External)
*	Junichi Hikita		Director of the Board (External)
*	Takao Tsuji	(Newly Elected)	Director of the Board (External)
	Kazuhiro Aigami		Director of the Board
	Naokazu Kurihara		Director of the Board
	Seiichi Tamura	(Newly Elected)	Director of the Board

* External Director specified in Item 16, Article 2 of the Corporate Law

Retiring Directors (planned)

Nobuo Seo
Satoshi Fujita
Toshiaki Matsuzawa

3. Executive Officer (planned)

	Name		Title
*	Shoichiro Eguchi		Chief Executive Officer (CEO),
*	Kazuhiro Aigami		Senior Executive Vice President & Executive Officer (responsible for strengthening specialized equipment businesses)
	Masaaki Saito		Senior Executive Vice President & Executive Officer
*	Seiichi Tamura	(Newly Elected)	Chief Strategy Officer (CSO)
	Toshiaki Matsuzawa		Executive Vice President & Executive Officer
*	Naokazu Kurihara		Executive Vice President & Executive Officer (responsible for strengthening consumer businesses)
	Kensuke Kawai		Chief Technology Officer (CTO)
	Satoshi Fujita		Senior Vice President & Executive Officer
	Masaki Imai		Senior Vice President & Executive Officer
	Akira Suzuki	(Newly Elected)	Senior Vice President & Executive Officer

* Concurrently serving as Director of the Board.

Retiring Executive Officers (planned)

Nobuo Ochiai
Masachika Komiyama

4. Planned Date of Taking/Leaving Office

June 25, 2013