

# News Release

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For Immediate Release

## **Pioneer Announces Organizational Change Based on Business Restructuring Plans**

Dec. 27, 2005, Tokyo, Japan – Pioneer Corporation announced today that the company will dismantle the current internal company system and newly establish two business groups, Home Entertainment Business Group and Mobile Entertainment Business Group, effective January 1, 2006. This organizational change will be implemented in accordance with the business restructuring plans announced on Dec. 8, 2005.

### **<Organizational change> Effective January 1, 2006**

The company will abolish its internal company system. The current three internal companies, Home Entertainment Business Company, Plasma Display Business Company, and Mobile Entertainment Company, will be reorganized into new two business groups, Home Entertainment Business Group and Mobile Entertainment Business Group.

At the same time, Pioneer announced the changes in management as follows:

### **< Effective January 1, 2006>**

- Mr. Tamihiko Sudo, currently Executive Vice President and Representative Director; and in charge of corporate strategy planning, corporate management, export management in general, and quality control in general, will become President and Representative Director.
- Mr. Hajime Ishizuka, currently Senior Managing Director and Representative Director, President of Home Entertainment Business Company, President of AV Business Company; and in charge of Procurement Group, will become Senior Managing Director and Representative Director; and in charge of corporate management, export management in general, and Procurement Group.
- Mr. Tadahiro Yamaguchi, currently Managing Director, Executive Vice President of Plasma Display Business Company in charge of technology and production, and General Manager of Omori Plant, will become Managing Director; and in charge of Production Management and Coordination Division, and quality control in general
- Mr. Yoichi Sato, currently Managing Director, Deputy General Manager of Research & Development Group, and General Manager of PDP Development Center, will become Managing Director, Deputy General Manager of Research & Development Group, and General Manager of PDP Development Center; and in charge of Plasma Panel Engineering Division of Home Entertainment Business Group.
- Mr. Akira Haeno, currently Managing Director and President of Mobile Entertainment Company, will become Managing Director and General Manager of Mobile Entertainment Business Group.

- Mr. Shinji Yasuda, currently Counselor, will become Senior Executive Officer, General Manager of Home Entertainment Business Group, and General Manager of Omori Plant.
- Mr. Buntarou Nishikawa, currently Executive officer, Vice President of Mobile Entertainment Company, and General Manager of OEM Sales Division of Mobile Entertainment Company, will become Executive officer, General Manager of OEM Sales Division of Mobile Entertainment Business Group.
- Mr. Kaoru Sato, currently Executive Officer, Vice President of Home Entertainment Business Company and General Manager of Tokorozawa Plant, will become Executive Officer, General Manager of Tokorozawa Plant of Home Entertainment Business Group.
- Mr. Keiichi Yamauchi, currently Executive Officer, General Manager of Mobile System Development Center of Research & Development Group, will become Executive Officer, General Manager of Mobile System Development Center of Research & Development Group; and in charge of software and platform development of Home Entertainment Business Group.

As announced on November 21, 2005, Mr. Kanya Matsumoto, currently Chairman and Representative Director, and Mr. Kaneo Ito, currently President and Representative Director, will both assume the office of Director and Advisor, effective January 1, 2006.

**< Effective December 31, 2005 >**

- Mr. Masaru Saotome, currently Senior Managing Executive Officer and President of Plasma Display Business Company, will resign his post.

**< Effective December 28, 2005 >**

- Mr. Kenji Tokuyama, currently Executive Officer and in charge of Strategy Planning Division of Research & Development Group, will resign his post.

**About Pioneer:**

Pioneer Corporation is one of the leading manufacturers of consumer and business-use electronics products such as audio, video and car electronics on a global scale. Its shares are traded on the New York Stock Exchange (ticker symbol PIO), Euronext Amsterdam, Tokyo Stock Exchange, and Osaka Securities Exchange.

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