

News Release

For Immediate Release

Pioneer Announces Changes in Management

June 29, 2006, Tokyo, Japan – Pioneer Corporation announced today the changes in management.

< Changes, effective June 1, 2006 >

- Mr. Buntarou Nishikawa, previously Executive Officer, and General Manager of OEM Sales Division of Mobile Entertainment Business Group, became Executive Officer; and in charge of OEM Sales Division and Domestic Sales Division of Mobile Entertainment Business Group, and Pioneer Marketing Corporation, and Pioneer Solutions Corporation. (As announced before, he was promoted to Senior Executive Officer, effective June 29, 2006.)
- Mr. Masanori Kurosaki, previously General Manager of Planning & Coordination Division of Mobile Entertainment Business Group, became General Manager of OEM Sales Division of Mobile Entertainment Business Group. (As announced before, he was elected as Executive Officer, effective June 29, 2006.)
- Mr. Harumitsu Saito, previously General Manager of After Market Department, Planning & Coordination Division of Mobile Entertainment Business Group, became General Manager of Business Planning Division of Mobile Entertainment Business Group.

< Changes, effective June 29, 2006 >

- Mr. Yoichi Sato, previously Managing Director, and Deputy General Manager of Research & Development Group, and General Manager of PDP Development Center; and in charge of Plasma Panel Development Division and Plasma Panel Engineering Division of Home Entertainment Business Group, became Senior Executive Officer, and Chief Technology Executive, and Deputy General Manager of Research & Development Group, and General Manager of PDP Development Center; and in charge of Plasma Panel Development Division and Plasma Panel Engineering Division of Home Entertainment Business Group.
- Mr. Susumu Kotani, previously Executive Officer of Pioneer, and Chairman and Managing Director of Pioneer Europe NV, became Executive Officer of Pioneer, and General Manager of International Business Division.
- Mr. Toshiyuki Ito, previously Executive Officer of Pioneer, became Executive Officer of Pioneer, and Chairman and Managing Director of Pioneer Europe NV.
- Mr. Tatsuo Takeuchi, previously General Manager of Personnel Division, became Executive Officer, and General Manager of Personnel Division.

Mr. Kanya Matsumoto and Mr. Kaneo Ito, previously Directors and Advisors, retired from the board of directors, and became Corporate Advisors, effective June 29, 2006.

About Pioneer:

Pioneer Corporation is a leading global manufacturer of consumer- and business-use electronics products such as audio, video and car electronics. Its shares are traded on the Tokyo Stock Exchange.

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