



PRESS Release

JVC U.S.A.

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FOR IMMEDIATE RELEASE

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JVC CONSOLIDATES U.S. OPERATIONS AS JVC U.S.A; NAMES HIRO ISHIZUKA PRESIDENT & CEO

WAYNE, NJ, April 1, 2009 – JVC today completed the consolidation of its U.S. operations under a newly-formed American subsidiary, JVC U.S.A. The consolidation combines JVC's three U.S. sales divisions and its U.S. service company into a single U.S. organization. Plans to consolidate JVC's U.S. operations were announced earlier this year.

Hiro Ishizuka has been named President and Chief Executive Officer of JVC U.S.A. He was previously President and CEO of JVC Company of America, the organization formerly responsible for consumer products in the U.S.

The four JVC companies consolidated to form JVC U.S.A. were:

1. JVC Company of America, a sales division selling consumer market TVs, camcorders, audio products, accessories, and recording media products;
2. JVC Mobile Company of America, a sales division selling car audio, video and navigation products;
3. JVC Professional Products Company, a sales division selling professional cameras, security and display products;
4. JVC Service and Engineering Company, the service division for all three U.S. sales companies

"By consolidating our U.S. operations into a single organization, we have created a more efficient and more nimble organization that will strengthen JVC's position in the U.S. market," said Hiro Ishizuka, President and CEO, JVC U.S.A.

About JVC U.S.A.

JVC U.S.A., headquartered in Wayne, New Jersey, is a division of JVC Americas Corp., a wholly-owned subsidiary of Victor Company of Japan Ltd. JVC distributes a complete line of video and audio equipment for the consumer and professional markets. For further product information, visit JVC's Web site at <http://www.jvc.com> or call 1-800-526-5308.

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