

News Release

For Immediate Release

Pioneer Announces End of LaserDisc Player Products

January 14, 2009, Tokyo, Japan - Pioneer Corporation today announces that it will cease to manufacture its LaserDisc (LD) players upon completing the production of a total of approximately 3,000 more players.

In 1980, Pioneer introduced its first consumer LD player (VP-1000) in the U.S. market, followed by the Japanese market in 1981 and other markets accordingly. The company has seen worldwide sales of its LD players reach more than 9.5 million units to date in a market that saw worldwide sales top 16.8 million devices. It has contributed to the audiovisual enjoyment of so many consumers all over the world. However, under the market environment in which new media such as DVD and Blu-ray discs now dominate, it has become difficult for Pioneer to procure the parts required to produce LD players. Consequently Pioneer has been forced to terminate production of its LD products.

The final models produced by Pioneer are the DVL-919 (DVD/LD compatible player), CLD-R5 (LD/CD player), DVK-900 (DVD/LD karaoke system), and DVL-K88 (DVD/LD compatible karaoke player).

As for repair services, Pioneer will maintain the spare parts required to restore the normal functions of Pioneer LD players during the minimum storage period.

About Pioneer:

Pioneer Corporation, headquartered in Tokyo, 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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