

JVC Advanced Media U.S.A. Inc.  
1930 North Thoreau Drive, Suite 190 Schaumburg,  
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For Immediate Release:

July 27, 2009

**Established New Marketing & Sales Company for Recording Media  
JVC Advanced media U.S.A. Inc.**

**Schaumburg, IL, July 27, 2009** - JVC Advanced Media U.S.A. Inc. today announced its establishment here as a wholly-owned subsidiary of Victor Advanced Media Co., Ltd., based in Tokyo.

Victor Advanced Media Co.,Ltd., a joint venture between Taiyo Yuden Co., Ltd and Victor Company of Japan Limited, was established in July, 2008 in a spin-off of Victor's recording media business. Victor Advanced Media is now the world's only fully integrated supplier of recording media products, offering a full range of capabilities, including R&D, mass-scale state-of-the-art manufacturing, marketing and sales. The company's unique position in the recording media industry allows it to provide customers with enhanced value, leading edge technology and advanced products, along with consistent product quality and reliability.

JVC Advanced Media U.S.A. Inc., incorporated on February 5, 2009, will be responsible for the U.S. marketing and sales of JVC brand recording media products to current JVC customers as well as new customers across the country.

The company details are as followed.

1. Date of establishment : February 5, 2009
2. Ownership : 100% by Victor Advanced Media Co., Ltd.
3. Headquarter : 1930 North Thoreau Drive, Suite190 Schaumburg IL 60173 USA

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For further information, please contact:

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