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**FOR IMMEDIATE RELEASE**

## **JVCKENWOOD Canada Inc. Reorganization**

Mississauga, ON – April 1<sup>st</sup>, 2015 – Effective April 1<sup>st</sup>, 2015, Kenwood Electronics Canada Inc., JVC Canada Inc., and JVC Professional Products Canada Inc. will merge as JVCKENWOOD Canada Inc. The merger is part of the global integration strategy that JVC Kenwood Corporation first implemented in 2012.

JVCKENWOOD Canada Inc. wants to ensure both partners and consumers that this reorganization will not result in any disruption of day-to-day operations and will be business as usual. The merger will make for a stronger presence of each respective brand, JVC and Kenwood, within Canada; allowing for operational efficiency through sharing of resources and standardizing processes.

Commenting on the merger, Robert Harvey, President of JVCKENWOOD Canada Inc. states “This is a very exciting time for all our associates as we join together under one name. We are encouraged by the acceptance the market has shown and we look forward to a unified company providing unprecedented customer sales, service and support.”

JVC and Kenwood products will remain as two distinct brands in their respective markets and sales channels. The integration finalizes JVC Kenwood Corporation’s worldwide process that will result in a more efficient organization and further elevate the equity of JVC and Kenwood brands.

## **About JVC Canada Inc.**

JVC Canada Inc. is a wholly owned subsidiary of JVCKENWOOD Corporation. JVCKENWOOD Corporation is one of the world's leading developers and manufacturers of advanced audio and video products. JVC has always been inspired by the imagination and continues to push, meet and exceed beyond known boundaries.

[www.jvc.ca](http://www.jvc.ca) .

## **About JVC Professional Products Canada Inc.**

JVC Professional Products Canada Inc. offers a complete line of professional equipment for the broadcast and professional video marketplace including studio cameras, professional camcorders, 3D and 4K camcorders, Blu-ray recorders and precision HD studio monitors. JVC's original D-ILA projection technology is widely used in projection systems for simulation and high end home theaters. JVC is also a world leader in analog and IP video surveillance products. <http://pro.jvc.com/> .

## **About Kenwood Electronics Canada Inc.**

Kenwood Electronics Canada Inc. is a leading developer and manufacturer of consumer audio and video products and mobile and portable two-way radio communications systems for public safety first responders, private industry and amateur radio users. For detailed information, please visit us at [www.kenwood.com/ca](http://www.kenwood.com/ca) .

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## **FOR FURTHER INFORMATION PLEASE CONTACT:**

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The above announcement was formally released to the press and it may or may not reflect the most current information based on availability.