

For Immediate Release:

July 28, 2008

## **Notice concerning Business Alliance of JVC Subsidiary**

Victor Company of Japan, Limited (JVC) announced today that it was resolved at the July 28, 2008 board of directors meeting to establish an alliance in the area of Software & Media business between JVC subsidiary Victor Creative Media Co., Ltd. (VCM) and IMAGICA Corp..

### 1. JVC subsidiary information

- (1) Name: Victor Creative Media Co., Ltd.
- (2) Head office: 1612-1 Shimotsuruma, Yamato, Kanagawa
- (3) President and representative director: Kenichi Sugino

### 2. Purpose of alliance

The aim of this alliance in the Software & Media field is to expand sales of Blu-ray disc and DVD software for films, television programs, and animation.

### 3. Content of the alliance

- (1) Cooperation in sales operations and production management
- (2) Joint development of Blu-ray disc software market

For this alliance, VCM will establish a capital alliance using the method of capital increase through third-party allotment to IMAGICA.

- Number of shares to be newly acquired by IMAGICA: 2,600
- Percentage of outstanding shares for VCM after the share allocation: 5.6%

### 4. Profile of IMAGICA Corp.

- (1) Name: IMAGICA Corp.
- (2) Business description:
  - Filming; film developing/printing; video/audio editing for TV programs, commercials, and PR; and various types of image technology services including digital effects, VFX, CGI, etc.
  - System integration of video-related equipment; sales-promotion-service filming and film developing/printing using image technologies.
- (3) Established: 2006 (originally founded: 1935)

- (4) Head office: 1-8-14 Doshin, Kita-ku, Osaka
- (5) President and representative director: Tsuguya Kitade
- (6) Capital: 310 million yen
- (7) Employees: 609 (as of the end of March 2008)
- (8) Major shareholder and shareholding ratio: IMAGICA Robot Holdings, Inc. (shareholding ratio: 100%)
- (9) Relationship with JVC: Not applicable

#### 5. Schedule

July 28, 2008	Board of directors meeting
July 28, 2008	Conclusion of business alliance agreement
September 1, 2008	New share issue through third-party allotment (planned)

#### 6. Future outlook

The effect on JVC's business outlook is minor.

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