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JVC MOBILE ENTERTAINMENT

JVC Mobile Company of America

DIVISION OF JVC AMERICAS CORP.

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JVC Mobile Expands Its HD Radio Line With Four New Models

January 2010, Cypress, Calif. -- JVC Mobile Entertainment continues to respond to the demand for built-in HD Radio™ Technology with four new in-dash CD receiver models: KD-HDR40, KD-HDR60, and the KD-AHD69 for the Arsenal line. Also new for 2010, is the KW-NT3HDT Navigation Receiver.

The KW-NT3HDT Navigation Receiver includes a built-in HD Radio tuner, iTunes tagging and Total Traffic Plus HD Network. iTunes Tagging allows you to “Tag” any song in the car which transfers the radio information to your iPod/iPhone, and is available to purchase the next time you connect your iPod/iPhone to your PC. Total Traffic Plus HD Network comes with a free lifetime subscription with the purchase of the KW-NT3HDT and features on-screen display of real-time traffic information, current local weather conditions, sports scores, and news headlines. This Navigation receiver is Satellite ready, iPod ready, with front USB for 2-way iPod/iPhone control, MP3/WMA compatible, Bluetooth ready, front auxiliary input, 7-band iEQ, and features the separated variable-color illumination display. The receiver is available in March with an MSRP of \$1199.95.

The Arsenal KD-AHD69 in-dash CD Receiver includes a built-in HD Radio tuner and iTunes tagging. This CD receiver is also Satellite ready, iPod ready, with front USB port for 2-way iPod/iPhone control, MP3/WMA compatible, Bluetooth ready, and features the separated variable-color illumination display. The KD-AHD69 features front auxiliary input, 7-band iEQ, MOS-FET 50W x 4, and includes wireless remote. The receiver is available in January with an MSRP of \$189.95.

The KD-HDR60 CD Receiver features a built-in HD Radio tuner, front auxiliary input, USB 2.0 connection for 2-way iPod/iPhone control, and iTunes Tagging capabilities. The unit is Bluetooth ready and has MP3/WMA playback capability. The KD-HDR60 also features MOS-FET 50 watts x 4, 7-band iEQ, and a separated variable-color

illumination display. The receiver is available for shipping in January and has a MSRP of \$169.95.

The KD-HDR40 CD Receiver features a built-in HD Radio tuner, front auxiliary input, and MP3/WMA playback. Expandability options include Bluetooth technology, via the KS-BTA200 Bluetooth adapter, Satellite radio, and iPod capability. The KD-HDR40 also features MOS-FET 50 watts x 4, 7-band iEQ, and wireless remote. The receiver has an MSRP of \$129.95 and is ships in January.

Returning in 2010 is the KT-HD300 adapter, which connects through JVC's own J-BUS expansion port. The KT-HD300 is be compatible within the new lineup of in-dash units and adds HD Radio tuning to all JVC HD Radio Ready receivers. MSRP for the KT-HD300 is \$99.95 and is currently shipping.

About JVC Mobile Entertainment:

JVC Mobile Entertainment products are marketed by JVC Mobile Company of America, a division of JVC Americas Corp., a wholly-owned subsidiary of Victor Company of Japan, Limited. JVC is a leading developer and manufacturer of sophisticated mobile, audio and video products that use superior technologies to deliver high quality sound and images.