

NEWS RELEASE**FOR IMMEDIATE RELEASE****September 25, 2003**

Dentsu Signs Agreement to Acquire Two Subsidiaries of Pioneer Corporation

Dentsu Inc. (President: Tateo Mataka; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it had concluded an agreement to acquire the outstanding shares of two subsidiaries of Pioneer Corporation, Japan-based Pioneer LDC, Inc. and U.S.-based Pioneer Entertainment (USA) Inc., both of which are engaged in the video and music software business, from Pioneer Corporation.

In a parallel move, effective October 1 Dentsu will rename the corporations, whose details appear below.

1. Profiles of the Two Companies

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| (1) Present Corporate Name: | Pioneer LDC, Inc. (a Japanese corporation) |
| New Corporate Name: | GENEON ENTERTAINMENT INC. |
| Location: | 1-20-6, Ebisu-minami, Shibuya-ku, Tokyo |
| Representatives: | Ryuichi Mori, Chairman (serving in an adjunct capacity in addition to serving as a senior executive officer of Dentsu Inc.)
Yoshikiyo Arai, President |
| (2) Present Corporate Name: | Pioneer Entertainment (USA) Inc. (a U.S. corporation) |
| New Corporate Name: | GENEON ENTERTAINMENT (USA) INC. |
| Location: | 2265E, 220th Street, Long Beach, CA 90049, USA |

Representatives: Ryuichi Mori, Chairman (serving in an adjunct capacity
in addition to serving as a senior executive officer of
Dentsu Inc.)
Yosuke Kobayashi, President

[New Corporate Logo]



2. New Corporate Name

GENEON, a new word combining “generate” and “eon, ” signifies a creative company capable of producing new entertainment with eternal value.

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