

VICTOR COMPANY OF JAPAN, LIMITED
12, 3-CHOME, MORIYA-CHO, KANAGAWA-KU,
YOKOHAMA, KANAGAWA 221-8528, JAPAN
TELEPHONE : +81-(0)45-450-2951, 2952
TELEFAX : +81-(0)45-450-2959
URL: <http://www.jvc.co.jp/english/>

For Immediate Release:

February 10, 2009

31st Annual Tokyo Video Festival Finale celebrates last TVF, lowering curtain on proud history JVC to Hold TVF2009 in YOKOHAMA with Award Winners and Video Fans

Selection Screening to be held on February 28, Awards Ceremony on March 1 at Yokohama's Landmark Hall

JVC (Victor Company of Japan, Limited) is pleased to announce that the company will hold "TVF in YOKOHAMA," the final main event of the 31st Tokyo Video Festival (TVF2009), on Saturday, February 28 and Sunday, March 1 at Landmark Hall in Yokohama. Supported by the City of Yokohama, the event is free of charge to the public.

TVF will hold A "Selection Screening & Talk" on the first day, in which special guests Hakudo Kobayashi and Hiroaki Sato from The TVF 2009 Judging Committee will screen and discuss their favorite works from the 100 honorees. Capping the second day will be announcement of the "Video Grand Prize" and "JVC Grand Prize" winners, as well as winners of three "People's Awards" chosen by the general public through a special vote on the TVF web site.

Over the last 31 years, JVC used the TVF to encourage and promote screen image culture and expand possibilities for video communication. Confident that TVF achieved its goals over the last three decades, JVC decided to make this year's event the final one for TVF. JVC would like to thank everyone – participants, judges and the general public – for their enthusiastic support over the years, without which TVF would not have been possible.

*The TVF 2009 Judging Committee



Nobuhiko Obayashi
(Film Director)



Hakudo Kobayashi
(Video Artist and
Professor at Seian
University of Art and
Design)



Hiroaki Sato
(Video Artist and
instructor at Nippon
Engineering College)



Makoto Shiina
(Novelist)



Isao Takahata
(Animated Film
Director)



Susumu Hani
(Film Director)



Masanori Kitami
(Victor Company of
Japan, Ltd. (JVC))

Note: On October 1, 2008, Victor Company of Japan, Limited (JVC) and Kenwood Corporation integrated their management to establish JVC KENWOOD Holdings, Inc. by means of a share transfer.

###

For further information, please contact:

Makoto Hikita, Public Relations Manager, or David Gifford, Manager Public Relations Group
Corporate Communications Department, Victor Company of Japan, Limited (JVC)

Tel: +81-(0)3-3289-7678, +81-(0)45-444-5305

Fax: +81-(0)3-3289-7684

E-mail: hikita.makoto@jk-holdings.com, dgifford@jvc-victor.jp

URL: <http://www.jvc-victor.co.jp/english>

< Events Planned for TVF2009 >

TVF2009 in YOKOHAMA

(Landmark Hall, Landmark Plaza 5th floor, 2-2-1-2, Minato Mirai, Nishi-ku, Yokohama)

- Selection Screening & Talk
 - Date/time: February 28 (Sat.) 13:00 – 16:00 (doors open 12:30)
 - Participants Capacity: 400 people (entrance free)
 - Program: A “Selection Screening & Talk” in which judges Hakudo Kobayashi and Hiroaki Sato will present and discuss their favorite submissions based on specific themes.
 - 13:00 - Hakudo Kobayashi will discuss the theme “Internal Expression of Citizen Video Works”
 - 14:30 - Hiroaki Sato will discuss the theme “From Citizen Journalism to Video Education”

- Announcement and Awards Ceremony
 - Date/time: March 1 (Sun.) 10:30 – 19:00 (doors open 10:00)
 - Participants Capacity: 400 people (entry free)
 - Program: Announcement and award presentation for “People’s Awards” and two “Grand Prizes;” includes screening and judges commentary about Grand Prize winners.
 - 10:30 - Award presentation for “Selected Works” (70 works).
 - 12:30 - Award presentation for “Excellence Awards” (30 works) and “People’s Awards” (3 works).
 - 15:00 - Announcement, award presentation and screening of “Video Grand Prize” and “JVC Grand Prize.”
 - 17:30 - Reception

■ About JVC Tokyo Video Festival (TVF)

- JVC has held this international, open-participation video festival annually since 1978, attracting approximately 50,000 entries over the last three decades. TVF’s purpose is twofold: to open new vistas in free expression through video, and to popularize video culture.
- The festival is open to individuals and groups, both professional and amateur, of all nationalities, ages and gender. All entries must be produced with a video camera. Playback time must not exceed 20 minutes. Subject matter is not restricted.
- In 2004, JVC received the Japan Mecenat Award for Video Exploration from the Association for Corporate Support of the Arts. Mecenat Awards are presented to companies and corporate foundations that make a significant contribution to the arts.
- TVF2009 is affiliated with a number of other video festivals in Japan and abroad.

<Japan Domestic>

Ashibetsu Furusato Video Grand Prize (Hokkaido, Japan); Shonan Video Festival (Kanagawa, Japan); Ehime Video Festival (Ehime, Japan)

<Overseas>

The oneminutesJr. and Stranger Festival (Netherlands); JVC Video Festival 2008* (China)

*Video Festival organized by JVC’s regional company JVC China

■ Support from City of Yokohama

Since 2007, TVF has been held with the support of the City of Yokohama. It is directly supported by the Yokohama Economic and Tourism Bureau and the 150th Anniversary of the Port Opening and Creative Headquarters of Yokohama City. JVC, which was founded in Yokohama and maintains its headquarters there, realized this event in close cooperation with the City of Yokohama, which is known for its film culture. Victor and Yokohama share common purposes: to pursue the potential of visual expression through video and to promote cultural exchange through video – TVF’s guiding concepts.