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FOR IMMEDIATE RELEASE

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Panasonic Announces Introduction of Stock-Type Compensation Stock Options (i.e., Stock Acquisition Rights)

Osaka, Japan, April 28, 2014 -- Panasonic Corporation ([TSE:6752] "Panasonic") today announced that the Board of Directors, at its meeting held earlier in the day, approved a plan to allot stock acquisition rights as stock-type compensation stock options to Directors (excluding Outside Directors) of Panasonic.

1. Introduction of the Stock-Type Compensation Stock Options (i.e., Stock Acquisition Rights)

Panasonic will allot stock acquisition rights to its Directors (excluding Outside Directors) as stock-type compensation stock options, which entitle individual Directors to acquire shares upon exercise of the stock acquisition rights at an exercise price of one (1) yen per share, for the purpose of providing an incentive for Directors to further contribute to the improvement of long-term operating results and higher corporate value through sharing the benefits and risks of share price fluctuations with Panasonic's shareholders. The remuneration (the "Remuneration"), the amount of which shall be equal to the price to be paid in exchange for stock acquisition rights (the "Allotment Price") (which shall be determined based on the fair value thereof), will be paid by Panasonic to each Director, and the obligation of each Director to pay the Allotment Price shall be offset by the rights of such Director to receive the Remuneration. The allotment of stock acquisition rights shall be subject to

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shareholders' resolution adopting a proposal concerning remuneration of Directors in connection with the introduction of the stock-type compensation stock options at the 107th Ordinary General Meeting of Shareholders of Panasonic, which is scheduled to be held by the end of June 2014.

2. Details of the Stock-Type Compensation Stock Options (i.e., Stock Acquisition Rights)

(1) Class and number of shares to be acquired upon exercise of stock acquisition rights

The class of shares to be acquired upon exercise of the stock acquisition rights shall be shares of common stock of Panasonic, and the number of shares to be acquired upon exercise of each stock acquisition right (the "Number of Shares Acquired") shall be 100 shares; provided, however, that in the case that Panasonic conducts a share split (including an allotment without consideration (*musho-wariate*) of shares of common stock of Panasonic; the same shall apply to all references to the share split herein) or share consolidation on and after the date of shareholders' resolution adopting the proposal (the "Resolution Date"), the Number of Shares Acquired shall be adjusted in accordance with the following formula, rounding down any fraction of less than one (1) share resulting from such adjustment.

$$\begin{array}{rcccl} \text{Number of Shares} & & \text{Number of Shares} & & \text{Ratio of share split} \\ \text{Acquired after} & & \text{Acquired before} & \times & \text{or} \\ \text{adjustment} & = & \text{adjustment} & & \text{share consolidation} \end{array}$$

In addition to the above, in any event that makes it necessary to adjust the Number of Shares Acquired, including a merger and company split, on and after the Resolution Date, Panasonic may make appropriate adjustment to the Number of Shares Acquired within a reasonable range. In the case where Panasonic makes a change in the number of shares constituting one (1) unit of shares (excluding such changes as made in connection with a share split or share consolidation; the same shall apply to all references to a change in the number of shares constituting one (1) unit of shares herein) on and after the Resolution Date, Panasonic may reasonably adjust the Number of Shares Acquired in accordance with the ratio of such change in the number of shares constituting one (1) unit of shares with respect to the stock acquisition rights, the allotment of which has been resolved by the Board of Directors on and after the effective date of the change in the number of shares constituting one (1)

unit of shares.

(2) Maximum number of stock acquisition rights

The maximum number of stock acquisition rights to be allotted to all Directors (excluding Outside Directors) within one (1) year from the date of the Ordinary General Meeting of Shareholders for each fiscal year is ten thousand (10,000); provided, however, that in the case where the Number of Shares Acquired is adjusted in accordance with the change in number of shares constituting one (1) unit, Panasonic may reasonably adjust the maximum number of stock acquisition rights in accordance with the ratio of such adjustment.

(3) Allotment Price

The Allotment Price for each stock acquisition right shall be determined by the Board of Directors based on the fair value of a stock acquisition right at the time of its allotment as calculated through a fair calculation method, such as the Black-Scholes model.

(4) The value of assets to be contributed upon exercise of each stock acquisition right

The value of assets to be contributed upon exercise of each stock acquisition right shall be one (1) yen per share to be acquired upon exercise of each stock acquisition right, multiplied by the Number of Shares Acquired.

(5) Exercise period of stock acquisition rights

The exercise period of stock acquisition rights shall be determined by the Board of Directors, but shall not exceed thirty (30) years from the day immediately following the allotment date of stock acquisition rights.

(6) Restrictions on acquisition of stock acquisition rights by transfer

The stock acquisition rights cannot be acquired through transfer, unless such acquisition is expressly approved by a resolution of the Board of Directors.

(7) Conditions for exercise of stock acquisition rights

Any conditions for the exercise of stock acquisition rights shall be determined by a resolution of the Board of Directors. Such conditions include the condition that those to whom stock acquisition rights are allotted shall not, unless otherwise resolved by the Board of Directors, be entitled to exercise the stock acquisition rights until the day immediately following the day when they cease to hold any position as a Director, Executive Officer or Audit & Supervisory Board Member of Panasonic.

(8) Others

Other matters in connection with stock acquisition rights shall be determined by a resolution of the Board of Directors.

(Note)

In addition to the said allotments to Directors, Panasonic intends to allot to the Executive Officers and certain other officers who are responsible for business operations over the Panasonic group such number of stock acquisition rights as Panasonic deems necessary as stock-type compensation stock options. The details of such stock acquisition rights are the same as in (1) through (8) (excluding (2)) above.