

FOR IMMEDIATE RELEASE

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Panasonic Corporation
Panasonic Electric Works Co., Ltd.

**Strengthening Lighting Business in China to Contribute to
Energy Conservation**
- Guangzhou International Lighting Exhibition 2011 -



The Panasonic Group participates in the Guangzhou International Lighting Exhibition 2011 at the China Import and Export Fair Complex in Guangzhou City, Guangdong Province, China on June 9 through 12. The Panasonic booth showcases the state-of-the-art LED lighting products currently marketed in Japan with particular focus on light quality as well as new highly energy-efficient lighting fixtures and lamps such as LED lighting and fluorescent products to be on sale in China. A part of the exhibit centering on LED lighting at Milano Salone del Mobile in Italy this April will also be displayed.

The Panasonic Group established its first joint venture in China in 1987 and has developed its businesses based on the business philosophy of contributing to Chinese society. Panasonic Electric Works Co., Ltd. set up a joint venture to manufacture lighting fixtures in Beijing in 1993. In 1995, Panasonic Corporation started manufacturing lamps in Beijing and established a subsidiary to manufacture lamps in 2001 aiming at strengthening production bases of lighting fixtures, lamps and lighting devices. In 2005, the China Life-style Research Center was set up in Shanghai to gather information for product development to match the Chinese lifestyle.

The Panasonic Group will maximize the synergy between its “technologies of strength” such as energy saving, software as well as manufacturing and quality control and “infrastructure of strength” using the integrated business model covering

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planning, development, manufacture and sales of lighting devices, lamps and fixtures. The group will contribute to energy conservation through development of lighting business centering on LED lighting as well as propose more comfortable lighting environment in China.

The group aims to approximately fivefold sales of lighting in China in fiscal year ending March 31, 2016 compared with fiscal 2010 with the sales ratio of LED lighting to reach more than 60 percent in fiscal 2016.

Increasing Confidence in Panasonic Brands for Lighting in China

- Selected as the only lighting manufacturer among model enterprises with excellent technology certified by the China Energy Conservation Association
- Rated five stars in the comparative trial on energy conservation by the Beijing Consumer Association
- Selected as top building equipment brands recommended by Chinese major 500 developers (4th in lighting equipment & 3rd in wiring equipment)

Development of Non-residential Lighting Business in China

- Cooperated with the Chinese Government in renovation projects to replace lighting equipment in existing buildings with high energy-efficient ones to assist comfortable and eco-friendly urban development throughout China
- Contributed to the spread of energy efficient lighting as part of other general projects as well
- In fiscal year ending March 31, 2012 onward, to contribute to comfortable and eco-friendly urban development through reinforcing the lineup of LED lighting for offices, shops and streets and further expanding solutions for entire buildings and entire towns



<One-core LED downlight>

Development of Residential Lighting Business in China

- To expand the network of specialized retailers to 5,000 in fiscal year ending March 31, 2016 and promote lighting store development further into inland China
- To increase the presence of Panasonic brands at lighting retailers by proposing solutions for entire home to end users
- To increase distribution channels such as department stores and mass retailers



<Flagship retailer in Shanghai>

Development of Lamp Business in China

- Aggressively promoted replacement of incandescent lamps for general homes with energy-efficient compact fluorescent lamp new spiral models with a track record of three million lamp replacements
- To enhance planning and development activities to sell LED lamps in line with government-led LED promotion policies



<Compact Fluorescent Lamp
New Spiral Model>

Highlights of Guangzhou International Lighting Exhibition

- (1) Integrated messages from Milano Salone del Mobile and Guangzhou

To promote possibilities of ample lighting expression of Panasonic LED from Milan and Guangzhou to the world

- (2) Advanced technology simulation zone

To provide opportunities to experience the advanced light and color technology which adds variations to spatial expression

- (3) Spatial and product hands-on zone

To showcase offices, homes, and lifestyles which can be changed with Panasonic LED lighting



<Versatile interactive space using LED lighting exhibited at Milano Salone del Mobile>

Display of Milano Salone del Mobile

A part of exhibit at the largest international furniture fair held in Milan, Italy on April 12 through 17, 2011 is displayed in the Guangzhou International Lighting Exhibition 2011. Based on the exhibit concept of “(standard)³ piano-forte”, an Italian designer, Ferruccio Laviani, produced an interactive space centering on LED lighting, OLED lighting panels and sensors to express the quality of light in the living space which Panasonic pursues.

About Panasonic

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products for a wide range of consumer, business, and industrial needs. Based in Osaka, Japan, the company recorded consolidated net sales of 8.69 trillion yen (US\$105billion) for the year ended March 31, 2011. The company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE:PC) stock exchanges. For more information on the company and the Panasonic brand, visit the company's website at <http://panasonic.net/>.

Media Contacts:

Global Public Relations Office

Panasonic Corporation

Tel: 03-6403-3040 Fax: 03- 3436-6766

Panasonic News Bureau

Tel: 03-3542-6205 Fax: 03-3542-9018

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