

FOR IMMEDIATE RELEASE

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**Panasonic Strengthens Environment-Related Businesses Globally
by Designating Eco Ideas Factory**

Kasugai, Aichi Pref., Japan - Panasonic Ecology Systems Co., Ltd., a Panasonic group company, today announced that its factory in Kasugai City, Aichi Prefecture, has been named as an Eco Ideas Factory, a model factory that embodies Panasonic's Eco Ideas strategy, and that the company has drew up its Eco Ideas Declaration setting out mid- and long-term environmental management activities in line with Panasonic's Green Plan 2018 environmental action plan. Panasonic Ecology Systems will implement this declaration as its pillar of business management at all its sites.

Panasonic Ecology Systems has adopted its Eco Ideas Declaration, renewing its commitment to contributing to environmental conservation by promoting CO₂ emission reductions through its products and solutions.

Panasonic Ecology Systems has been specializing in developing environmental technology and solutions since its establishment, and its head office was moved to Kasugai in 2003. As the world has become more conscious about energy saving and environmental conservation, the company continues to strengthen its environmental business and promote group-wide global initiatives, aiming to contribute to alleviating environmental concerns through its technologies and experience accumulated over the years.

Panasonic Ecology Systems Group's Eco Ideas Declaration

The Panasonic Ecology Systems Group will provide environments that are friendly to humans and the earth from Kasugai through businesses in the indoor air quality (IAQ) field and environmental engineering field.

1. Eco Ideas for Lifestyles

- Contribute to the creation of comfortable and healthy environments and CO₂ emission reductions by supplying advanced IAQ products.
- Contribute to the reduction of impact on environments by providing advanced environmental engineering, solutions, and services.

2. Eco Ideas for Business-styles

- Establish a world's top-level energy-saving factory with virtually zero CO₂ emissions.
- Protect and reduce the impact on the environment together with Kasugai citizens.

Activities

1. Eco Ideas for Lifestyles

- The company will provide IAQ products for comfortable, healthy, and energy-saving lifestyles by integrating its ventilation, humidity conditioning, dust collection, and heat exchange technologies and core technologies including fan, motor, control, and purification technologies. The company will globally promote the IAQ product group to improve the indoor air quality in each country, aiming to achieve 2.2 million tons of CO₂ reduction contribution* from the use of its products in 2018.
- The company will contribute to society by providing solutions in water, air, and energy fields, using its know-how in environmental impact reductions accumulated by Panasonic factories.
- The company will globally promote environmental engineering business to see to it that further expansion of the business will contribute to environmental conservation.

2. Eco Ideas for Business-styles

- The factory will implement a variety of activities, utilizing its leading-edge system capable of manufacturing energy-saving, energy-creation, and highly recyclable products. The targets are to achieve the size of contribution in reducing CO₂ emissions from production activities amounting to 30,000 tons and a recycled resources use rate of 16% or higher in 2018.
- The company will carry out environmental conservation projects and environmental educational activities in collaboration with Kasugai City and the community. The company will promote Panasonic's environmental educational activities in the Chubu region, where Kasugai is located. To begin with, it has started to visit schools in the region to give environmental lectures.

Note:

* The size of contribution in reducing CO₂ emissions is defined as the amount achieved by deducting the actual emission from the amount that would have been emitted without improvements such as the energy-saving performance of our products and productivity from fiscal 2006.

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\$105 billion) 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/>