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Panasonic Launch Flag Tags App to Celebrate London 2012 Olympic and Paralympic Games

As Official Worldwide Olympic Partner in the Audio Video Equipment Category Panasonic is delighted to announce the launch of an exciting new App, Flag Tags, which will allow people across the world to 'Share The Passion' and show support for their country during the London 2012 Olympic and Paralympic Games.

London 2012 will be the first social media Olympic and Paralympic Games and Panasonic is delighted to embrace this unique opportunity to connect people across the globe during Games time via Flag Tags.

Designed for Facebook and mobile, Flag Tags allows users to celebrate the London 2012 Olympic and Paralympic Games by using the age old tradition of face painting. By simply taking their picture, applying the virtual face paint design of the chosen national flag, and sharing the image with friends and family. Panasonic will then 'Share The Passion' through strategic digital media channels and event installations so people around the world can commemorate the greatest Games on earth!

Panasonic is encouraging people around the world to pledge support for their country by painting their face in national team colours and dedicating their social profile to the chosen team. Among those championing Flag Tags is former British badminton player and Gold medallist Gail Emms MBE, Double European Champion and 2006 Commonwealth Champion Gynmast Louis Smith and Heptathlete and London 2012 hopeful Louise Hazel.

Louise Hazel, Panasonic's Olympic Ambassador enthuses: "Flag Tags is a unique and fun way for people to show their support for their national team during London 2012. As an athlete preparing for the home Olympic Games, this is a once in a lifetime opportunity and I'm thrilled to share this journey with the nation and look forward to seeing all the wonderful painted faces via Flag Tags!"

John Dixon, Brand Communications Director at Panasonic UK comments: "As Official Worldwide Olympic Partner in the Audio Video Equipment Category, we are delighted to announce the launch of Flag Tags which will allow people around the world to show support for their country in the London 2012 Games with this exciting App. The Games unites people all around the world in a way no other sporting event on Earth can, and Panasonic is looking forward to bringing the world together and capturing the Olympic spirit through Flag Tags."

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Panasonic has been an Official Worldwide Olympic Partner in the Audio Video Equipment Category for more than 20 years - providing technology and video expertise from large screen displays, audio and broadcast equipment at the event venues to supplying top of the range cameras, camcorders and plasma displays to support the training programmes of athletes such as the British Sailing team and heptathlete Louise Hazel.

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Notes to editors:

The application is available on the Panasonic UK Facebook page

<http://www.facebook.com/panasonicuk>

About Panasonic

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products in three business fields, consumer, components & devices, and solutions. Based in Osaka, Japan, the company recorded consolidated net sales of 7.85 trillion yen for the year ended March 31, 2012. Panasonic's stock is listed on the Tokyo, Osaka, Nagoya and New York (NYSE:PC) Stock Exchanges. The company has the vision of becoming the No. 1 Green Innovation Company in the Electronics Industry by the 100th year of its founding in 2018. For more information on Panasonic, its brand and commitment to sustainability, visit the company's website at

<http://panasonic.net/>