

FOR IMMEDIATE RELEASE

October 31, 2013

Media Contacts:

Tokyo Public Relations Office

Panasonic Corporation

Tel: +81-(0)3-3574-5664 Fax: +81-(0)3-3574-5699

Panasonic News Bureau

Tel: +81-(0)3-3542-6205 Fax: +81-(0)3-3542-9018

Regarding the End of Production of Plasma Display Panels

Osaka, Japan – Panasonic Corporation today announced that in order to create a business structure that can respond to changes in the business environment and to accelerate the growth strategy of the company, the company will end the production of plasma display panels (PDP) in December 2013, and stop business operations at the Amagasaki P3 Factory (production currently stopped), the Amagasaki P5 Factory (production currently suspended), and the Amagasaki P4 Factory, which is currently operating, by the end of March 2014.

In the display panel business, Panasonic has been promoting the development of non-TV applications and carried out various restructuring measures, such as reduction of fixed costs, for both PDP and LCD panels. Through further fundamental business restructuring, the company is aiming to optimize the business and focus its management resources.

Since 2000, Panasonic has promoted its PDP business and led the global flat panel display market with its strategy of utilizing PDP for large displays and LCD for small- and medium-sized displays.

However, with the rapid development of large-screen LCDs, and facing the severe price competition in the global market brought on by the Lehman Shock in September 2008, the company consolidated production in the Amagasaki P4 Factory, made a shift towards commercial applications and worked to improve the earnings of the business.

Until now, due to the superiority of the picture, Panasonic's PDPs have received high appraisal and there has been firm demand from customers worldwide. However, due to rapid, drastic changes in the business environment and a declining demand for PDP in the flat panel display market, it was judged that continuing the business would be difficult and a decision was made to stop production.

The company will end sales of plasma TVs for consumer use and PDP related products for commercial use, such as Interactive Plasma Displays, with the products for FY 2014 (ending March 31, 2014). However, by selecting display panels that are most suitable for each product for both consumer and commercial use, Panasonic will work to develop and provide appealing products which meet the demands of customers, and will aim towards new development of its visual and display businesses.

Outline of the Amagasaki Factories of Panasonic Plasma Display Co., Ltd.*1

Amagasaki P3 Factory

Location	2-16-4 Suehiro-cho, Amagasaki City, Hyogo Pref.
Start of Operations	September 2005
Business Activities	Production and sales etc. of plasma displays, plasma display modules and related products
Land Area	Approx. 380,000m ² (P3, P4, P5 combined)
Total Floor Area	Approx. 147,000m ²
End of Production	March 2012 (production stopped)

Amagasaki P4 Factory

Location	2-16-4 Suehiro-cho, Amagasaki City, Hyogo Pref.
Start of Operations	June 2007
Business Activities	Production and sales etc. of plasma displays, plasma display modules and related products
Land Area	Approx. 380,000m ² (P3, P4, P5 combined)
Total Floor Area	Approx. 190,000m ²

Amagasaki P5 Factory

Location	15 Ougi-machi, Amagasaki City, Hyogo Pref.
Start of Operations	November 2009
Business Activities	Production and sales etc. of plasma displays, plasma display modules and related products
Land Area	Approx. 380,000m ² (P3, P4, P5 combined)
Total Floor Area	Approx. 277,000m ²
End of Production	March 2012 (production suspended)

*1 Company name changed from Matsushita Plasma Display Co., Ltd. in 2008

Outline of Closed Factories

Ibaraki Factories

Ibaraki P1 Factory

Location	1-1 Matsushita-cho, Ibaraki City, Osaka Pref.
Start of Operations	June 2001
Business Activities	Production and sales etc. of plasma TVs, plasma displays for commercial use, plasma display modules and related products
Land Area	Approx. 120,000m ² (Ibaraki Factories combined)
Total Floor Area	Approx. 30,000m ²
End of Production	March 2012

Ibaraki P2 Factory

Location	1-1 Matsushita-cho, Ibaraki City, Osaka Pref.
Start of Operations	April 2004
Business Activities	Production and sales etc. of plasma TVs, plasma displays for commercial use, plasma display modules and related products
Land Area	Approx. 120,000m ² (Ibaraki Factories combined)
Total Floor Area	Approx. 75,000m ²
End of Production	March 2012

Panasonic Plasma Display (Shanghai) Co., Ltd.*²

Location	No. 1398 Jinsui Road, Jinqiao Export Processing Zone, Pudong New Area, Shanghai, 201206, China
Start of Operations	December 2001 (set production) February 2002 (panel production)
Business Activities	Production and sales etc. of plasma display panels, plasma display modules and finished plasma TV sets
Land Area	Approx. 81,000m ²
Total Floor Area	Approx. 56,000m ²
End of Production	September 2012 (liquidation planned to be completed in 2013)

*² Company name changed from Shanghai Matsushita Plasma Display Co., Ltd. in 2005

About Panasonic

Panasonic Corporation is a worldwide leader in the development and engineering of electronic technologies and solutions for customers in residential, non-residential, mobility and personal applications. Since its founding in 1918, the company has expanded globally and now operates over 500 consolidated companies worldwide, recording consolidated net sales of 7.30 trillion yen for the year ended March 31, 2013. Committed to pursuing new value through innovation across divisional lines, the company strives to create a better life and a better world for its customers. For more information about Panasonic, please visit the company's website at <http://panasonic.net/>.

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