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FOR IMMEDIATE RELEASE

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Panasonic Announces Reorganization of General Power Supply Business

Osaka, Japan, March 27, 2014 -- Panasonic Corporation ([TSE:6752] "Panasonic") today announced that it resolved at its meeting of the Board of Directors held today to conduct an absorption-type company split, effective October 1, 2014 (planned) (the "Absorption-Type Company Split"), in order to transfer its business relating to the development, manufacture, and sales of power supply and power supply-related components such as high voltage power supply, low voltage power supply, magnet rolls and transformers belonging to the Electromechanical Components Business Division (BD), except for automotive-use, of Panasonic ("General Power Supply Business"), to Rich Corporation (Head Office: Ota-ku, Tokyo, "Rich"), a subsidiary of Nippon Manufacturing Service Corporation (Head Office: Shinjuku-ku, Tokyo, "nms").

Because the Absorption-Type Company Split is a company split in which the amount of increase or decrease of the total assets of Panasonic is expected to be within 10% of the net assets of Panasonic as of the end of the last fiscal year and the amount of increase or decrease of net sales is within 3% of that for the last fiscal year, some of the matters and details for disclosure relating to the company split have been omitted.

1. Background and Purpose of Absorption-Type Company Split

In 1931, Panasonic started its Power Supply Business by launching the production of transformers. Since then Panasonic has been supplying customers worldwide with power supply and power supply related components for use in a wide variety of applications, such as in OA Equipment, Automotive and AV Equipment. Since competition in this business area is expected to intensify, Panasonic strives for new growth by making business choices that will enable it to focus on the areas where Panasonic is able to capitalize on its strengths.

Specifically, Panasonic plans to transfer its General Power Supply Business to nms, and shift to a business focusing on Automotive Power Sources. Today, Panasonic and nms reached an agreement where Panasonic's General Power Supply Business will be transferred to Rich, a subsidiary of nms, through the Absorption-Type Company Split effective October 1, 2014 (planned), and also where Panasonic will hold less than 15% of the equity interest of Rich in order to support and facilitate a smooth business transfer.

In addition, Panasonic will transfer two overseas bases (China Guangdong Province and Hong Kong), where Panasonic engages in the General Power Supply Business, to overseas bases of nms, in conjunction with the Absorption-Type Company Split.

2. Details of Company Split

(1) Schedule for Company Split

June 26, 2014 (planned)	The Meeting of the Board of Directors to approve the Company Split Agreement
June 26, 2014 (planned)	Execution of the Company Split Agreement
October 1, 2014 (planned)	Scheduled Date of the Company Split (Effective Date)

Since the Absorption-Type Company Split falls under a simplified absorption-type company split, as set forth in Article 784, Paragraph 3 of the Companies Act, resolutions of shareholders' meetings of Panasonic concerning approval for the Absorption-Type Company Split will not be required.

(2) Method of Company Split

The Company Split is an absorption-type company split in which Panasonic is the splitting company and Rich is the succeeding company (simplified absorption-type company split).

(3) Allotment of Shares and Calculation Method

Upon the Absorption-Type Company Split, Rich will transfer its common shares of Rich to Panasonic, to the extent that Panasonic will hold less than 15% of the equity interest of Rich. The details of the allotment of the shares were decided based on the factors such as the book value of succeeding assets and liabilities after the discussion between Panasonic and nms.

(4) Treatment of Stock Acquisition Rights and Bonds with Stock Acquisition Rights upon Company Split

Panasonic has not issued any stock acquisition rights or bonds with stock acquisition rights.

(5) Reductions in Stated Capital by the Company Split

There will be no reduction in stated capital of Panasonic as a result of the Absorption-Type Company Split.

(6) Rights and Duties to be Transferred to the Succeeding Company

Rich will assume those assets and contractual status of the business regarding development, manufacture and sales of General Power Supply and all rights and duties incidental to such assets and contractual status.

(7) Prospects for Performance of Liabilities

Panasonic believes that there will be no problem concerning prospects after the Absorption-Type Company Split with respect to performance of the liabilities owed by Rich.

3. Outline of Companies involving Company Split

	Splitting Company (As of March 31, 2013)	Succeeding Company (As of March 31, 2013)
(1) Corporate name	Panasonic Corporation	Rich Corporation *
(2) Head office	1006, Oaza Kadoma, Kadoma City, Osaka, Japan	Ota-ku, Tokyo, Japan
(3) Name and title of representative	President, Kazuhiro Tsuga	Representative Director, Kazumitsu Shiozawa
(4) Principal lines of business	Manufacture and sale of electronic and electric equipment, etc.	Lease and sales of electric machinery and apparatus, machine tool, business equipment, etc.
(5) Stated capital	258,740 million yen	10 million yen
(6) Date established	December 15, 1935	September 26, 1941
(7) Number of shares issued	2,453,053,497 shares	100,000 shares
(8) Fiscal year end	March 31	March 31
(9) Major shareholders and shareholding ratio	<p>Japan Trustee Services Bank, Ltd. (trust account) 4.70%</p> <p>The Master Trust Bank of Japan, Ltd. (trust account) 4.46%</p> <p>State Street Bank and Trust Company 3.59%</p> <p>Nippon Life Insurance Company 2.97%</p> <p>The Bank of New York, Treaty Jasdec Account 2.38%</p> <p>(as of September 30, 2013)</p>	TKR Corporation 100% **

* Corporate name of Rich is planned to be changed to Power Supply Technology Corporation (tentative name).

** TKR Corporation is a consolidated subsidiary of nms (shareholding ratio: 87.01%). Panasonic is expected to acquire common shares of Rich on October 1, 2014, to the extent that Panasonic will hold less than 15% of the equity interest of Rich, as a result of the Absorption-Type Company Split.

(10) Operating results and financial conditions of Panasonic (Consolidated)

(Millions of yen, unless otherwise specified)

Fiscal Year	The year ended March 31, 2013
Net assets (Consolidated)	1,304,273
Total assets (Consolidated)	5,397,812
Shareholders' equity per share (yen)	546.81
Net sales (Consolidated)	7,303,045
Operating profit (Consolidated)	160,936
Net income (loss) attributable to Panasonic Corporation (Consolidated)	(754,250)
Net income (loss) per share attributable to Panasonic Corporation (yen)	(326.28)

Notes: 1. Amounts less than 1 million yen have been rounded to the nearest whole 1 million yen amount.

2. Panasonic's "Shareholders' equity per share" on a consolidated basis is presented in accordance with the United States Generally Accepted Accounting Principles (U.S. GAAP).

3. As of September 30, 2013, Panasonic holds 141,424 thousand shares of its common stock.

(11) Operating results and financial conditions of Rich (Non-consolidated)

(Millions of yen, unless otherwise specified)

Fiscal Year	The year ended March 31, 2013
Net assets	15
Total assets	15
Shareholders' equity per share (yen)	151.30

Sales and Profits of Rich have been omitted since Rich is effectively an inactive company.

4. Outline of the Business to be split

(1) Description of the business to be split

Business relating to the development, manufacture, and sales of power supply and power supply-related components such as high voltage power supply, low voltage power supply, magnet rolls and transformers, except for automotive-use.

(2) Operating results of the business to be Split for fiscal year ended March 31, 2013

(Millions of yen)

	Business to be split (a)	Panasonic on a stand-alone basis(b)	Ratio (a)/(b)
Net Sales	1,772	3,916,950	0.05%

(3) Assets and Liabilities to be Split (October 1, 2014: planned)

(Millions of yen)

Assets		Liabilities	
Items	Book Value	Items	Book Value
Current assets	181	Current liabilities	184
Fixed assets	13	Fixed liabilities	-
Total	194	Total	184

5. Status of Panasonic after the Company Split

Corporate name, head office, name and title of representative, principal lines of business, stated capital and fiscal year end of Panasonic shall not be changed as a result of the Absorption-Type Company Split.

6. Summary of Nippon Manufacturing Service Corporation

(1) Summary of nms (as of March 31, 2013)

(i) Corporate name	Nippon Manufacturing Service Corporation
(ii) Head office	Tokyo Opera City Tower 11F, 3-20-2 Nishi-shinjuku, Shinjuku-ku, Tokyo, Japan
(iii) Name and title of representative	President, Fumiaki Ono
(iv) Principal lines of business	Manufacturing dispatch services, outsourcing services, repair service, engineer dispatch services and contract manufacturing services (EMS)
(v) Stated capital	500.69 million yen
(vi) Date established	August 27, 1990
(vii) End of fiscal year	March 31
(viii) Major shareholders and shareholding ratio	JAFCO Buyout No.2 Investment Limited Partnership 35.81% Fumiaki Ono 16.84% Nomura Securities Co., Ltd. 2.75% Kyoji Hasegawa 2.26% Hidehisa Fukumoto 2.04% (as of September 30, 2013)

(ix) Operating results and financial conditions of immediately preceding fiscal year

(Millions of yen)

Total assets	19,061 (as of March 31, 2013)
Net sales	38,869 (for the year ended March 31, 2013)

7. Financial Outlook

It is expected that there will not be any material impact of the Absorption-Type Company Split on Panasonic's consolidated financial outlook for the fiscal year ending March 31, 2014.

Disclaimer Regarding Forward-Looking Statements

This press release includes forward-looking statements (that include those within the meaning of Section 21E of the U.S. Securities Exchange Act of 1934) about Panasonic and its Group companies (the Panasonic Group). To the extent that statements in this press release do not relate to historical or current facts, they constitute forward-looking statements. These forward-looking statements are based on the current assumptions and beliefs of the Panasonic Group in light of the information currently available to it, and involve known and unknown risks, uncertainties and other factors. Such risks, uncertainties and other factors may cause the Panasonic Group's actual results, performance, achievements or financial position to be materially different from any future results, performance, achievements or financial position expressed or implied by these forward-looking statements. Panasonic undertakes no obligation to publicly update any forward-looking statements after the date of this press release. Investors are advised to consult any further disclosures by Panasonic in its subsequent filings under the Financial Instrument and Exchange Act of Japan (the FIEA) and other publicly disclosed documents.

The risks, uncertainties and other factors referred to above include, but are not limited to, economic conditions, particularly consumer spending and corporate capital expenditures in the United States, Europe, Japan, China and other Asian countries; volatility in demand for electronic equipment and components from business and industrial customers, as well as consumers in many product and geographical markets; currency rate fluctuations, notably between the yen, the U.S. dollar, the euro, the Chinese yuan, Asian currencies and other currencies in which the Panasonic Group operates businesses, or in which assets and liabilities of the Panasonic Group are denominated; the possibility of the Panasonic Group incurring additional costs of raising funds, because of changes in the fund raising environment; the ability of the Panasonic Group to respond to rapid technological changes and changing consumer preferences with timely and cost-effective introductions of new products in markets that are highly competitive in terms of both price and technology; the possibility of not achieving expected results on the alliances or mergers and acquisitions including the business reorganization after the acquisition of all shares of Panasonic Electric Works Co., Ltd. and SANYO Electric Co., Ltd.; the ability of the Panasonic Group to achieve its business objectives through joint ventures and other collaborative agreements with other companies; the ability of the Panasonic Group to maintain competitive strength in many product and geographical areas; the possibility of incurring expenses resulting from any defects in products or services of the Panasonic Group; the possibility that the Panasonic Group may face intellectual property infringement claims by third parties; current and potential, direct and indirect restrictions imposed by other countries over trade, manufacturing, labor and operations; fluctuations in market prices of securities and other assets in which the Panasonic Group has holdings or changes in valuation of long-lived assets, including property, plant and equipment and goodwill, deferred tax assets and uncertain tax positions; future changes or revisions to accounting policies or accounting rules; as well as natural disasters including earthquakes, prevalence of infectious diseases throughout the world, disruption of supply chain and other events that may negatively impact business activities of the Panasonic Group. The factors listed above are not all-inclusive and further information is contained in the most recent English translated version of Panasonic's securities reports under the FIEA and any other documents which are disclosed on its website.