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FOR IMMEDIATE RELEASE

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**Panasonic Announces Reorganization upon Integration of
Research and Development Functions of
Organic Light-Emitting Diode Display Panel Business
into New Company (JOLED Corporation)**

Osaka, Japan, July 31, 2014 -- Panasonic Corporation ([TSE:6752] "Panasonic") today announced that it resolved, at its meeting of the Board of Directors held today, to execute an absorption-type company split agreement (the "Absorption-Type Company Split Agreement"), under which the organic light-emitting diode ("OLED") display panel business engaged in by Panasonic's AVC Networks Company, OLED Display Business Promotion Office, and the business concerning the materials and processes for high definition OLED printing technology engaged in by Panasonic's R&D Division, Device Solutions Center, Organic Devices Group (collectively, "Transferred Business") will be transferred to JOLED Corporation ("New Company") which was established by The Innovation Network Corporation of Japan ("INCJ") as of July 18, 2014, through an absorption-type company split (the "Absorption-Type Company Split") to be effective January 5, 2015 (planned).

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

1. Background and Purpose of Absorption-Type Company Split

Panasonic commenced its research and development of OLED display panels in the fiscal year ended March 31, 2007, and has obtained certain results, such as success in the development of the world's first large-size 4K OLED display panels utilizing the printing method in 2013. As the competitive environment subsequently changed, Panasonic concluded that, instead of continuing its development alone, it would be rational to establish a business by collaborating on development and mass production with business partners.

Aiming to accelerate mass production and development and promote early commercialization of the OLED display panel business, Panasonic, INCJ, Japan Display Inc. ("JDI") and Sony Corporation ("Sony") reached a definitive agreement by which Panasonic and Sony will contribute their respective employees, technologies, intellectual properties, development facilities and others relating to the research and development of OLED display panels, and INCJ and JDI will provide funds for the development and capital expenditures, thereby establishing the New Company which will engage in the OLED display panel business. Panasonic resolved at its meeting of the Board of Directors held today to approve the execution of the definitive agreement, pursuant to which the Absorption-Type Company Split will be conducted.

Specifically, the business integration will take place in the following manner:

- (i) effective January 5, 2015 (planned), Panasonic and Sony will transfer their respective assets, relevant intellectual properties and others relating to the research and development of OLED display panels to the New Company through absorption-type company splits and both companies will receive shares of the common stock of the New Company ("Common Stock") and class stock without voting rights of the New Company ("Class A Stock");
- (ii) in addition, as of the same date, INCJ will inject additional capital in cash into the New Company and will receive an allotment of Common Stock as the consideration for the capital injection; and
- (iii) furthermore, as of the same date, JDI will inject capital in cash into the New Company and will receive an allotment of Common Stock as the consideration for the capital injection.

(all of the above transactions related to the New Company, collectively, the "Entire Transaction").

After the Entire Transaction, the voting rights in the New Company held by Panasonic, INCJ, JDI, and Sony will be 5%, 75%, 15%, and 5%, respectively.

2. Details of Absorption-Type Company Split

(1) Schedule for Company Split

July 31, 2014

The Meeting of the Board of Directors approved the Company Split Agreement

October 1, 2014 (planned)

Execution of the Company Split Agreement

January 5, 2015 (planned)

Scheduled Date of the Company Split (Effective Date)

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

(2) Method of the Absorption-Type Company Split

The Absorption-Type Company Split is an absorption-type company split, in which Panasonic is the splitting company and the New Company is the succeeding company.

(3) Consideration for the Absorption-Type Company Split and Calculation Method thereof

As the consideration for the rights and duties transferred to the New Company by Panasonic, the New Company will deliver to Panasonic (i) 18,000 shares of Common Stock, (ii) the shares of Class A Stock without voting rights in the number calculated in accordance with the provisions of the Absorption-Type Company Split Agreement and (iii) certain amount of cash (less than 100 million yen) for the purpose of adjustment of consideration for the Absorption-Type Company Split. The details of the consideration were determined through the discussion among Panasonic, INCJ, Sony and JDI, taking into consideration the book value of the assets to be transferred through the Absorption-Type Company Split, INCJ's capital injection, the business transfer by Sony, JDI's capital injection and other related factors.

(4) Treatment of Stock Acquisition Rights and Bonds with Stock Acquisition Rights upon the Absorption-Type Company Split

There will be no changes caused by the Absorption-Type Company Split with respect to the treatment of the stock acquisition rights which Panasonic intends to issue.

Note: Panasonic introduced a stock-type compensation stock option (stock acquisition

rights) plan for Directors of Panasonic (excluding Outside Directors) by the resolution at the 107th Ordinary General Meeting of Shareholders of Panasonic, which was held on June 26, 2014.

(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

The New Company will assume Panasonic's assets, liabilities, and other rights and duties as well as contractual status relating to the Transferred Business to the extent provided for in the Absorption-Type Company Split Agreement.

(7) Prospects for Performance of Liabilities

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

3. Outline of Companies Involving Company Split

	Splitting Company (As of March 31, 2014)	Succeeding Company (the New Company) (As of July 31, 2014)
(i) Corporate name	Panasonic Corporation	JOLED Corporation
(ii) Head office	1006, Oaza Kadoma, Kadoma City, Osaka, Japan	4-1, Marunouchi 1-chome, Chiyoda-ku, Tokyo, Japan
(iii) Name and title of representative	President, Kazuhiro Tsuga	Representative Director, Koichiro Taniyama
(iv) Principal lines of business	Manufacture and sale of electronic and electric equipment, etc.	(1) Research, development, manufacture and sale of OLED display panels and their parts, materials, manufacturing equipment and related products; and (2) All business incidental or relating to those set forth in the preceding item.
(v) Stated capital	258,740 million yen	25 thousand yen
(vi) Date established	December 15, 1935	July 18, 2014
(vii) Number of shares issued	2,453,053,497 shares	1 share *
(viii) Fiscal year end	March 31	March 31
(ix) Major shareholders and shareholding ratio	<p>Japan Trustee Services Bank, Ltd. (trust account) 4.68%</p> <p>The Master Trust Bank of Japan, Ltd. (trust account) 4.48%</p> <p>State Street Bank and Trust Company 4.04%</p> <p>The Bank of New York Mellon SA/NV 10 3.21%</p> <p>Nippon Life Insurance Company 2.97%</p> <p>(as of March 31, 2014)</p>	<p>The Innovation Network Corporation of Japan 100% **</p>

* As of January 15, 2015 (planned), the New Company will issue (i) new stock (18,000 shares of Common Stock, and Class A stock) in conjunction with the Absorption-Type Company Split, (ii) new stock (18,000 shares of Common Stock, and Class A stock) in conjunction with an absorption-type company split to be conducted by Sony ("Absorption-Type Company Split by

Sony”), (iii) new stock (270,000 shares of Common Stock) in conjunction with INCJ’s capital injection to the New Company, and (iv) new stock (54,000 shares of Common Stock) in conjunction with JDI’s capital injection to the New Company. With respect to the “Number of shares issued” after the Entire Transaction, the number of shares of issued Common Stock will be 360,000 shares and the number of shares of Class A Stock to be issued will be determined based on the value of assets, liabilities and others to be transferred to the New Company through the Absorption-Type Company Split and the Absorption-Type Company Split by Sony, in accordance with certain calculation method.

** After the Entire Transaction, the voting rights in the New Company held by Panasonic, INCJ, JDI, and Sony will be 5%, 75%, 15%, 5%, respectively.

(x) Financial conditions and business performance of the splitting company (Panasonic) for the immediately preceding fiscal year (Consolidated)

(Millions of yen, unless otherwise specified)

Fiscal Year	The year ended March 31, 2014
Panasonic Corporation Shareholders’ equity	1,586,438 (consolidated)
Total assets	5,212,994 (consolidated)
Shareholders’ equity per share (yen)	669.74
Net sales	7,736,541 (consolidated)
Operating profit	305,114 (consolidated)
Net income attributable to Panasonic Corporation	120,442 (consolidated)
Net income attributable to Panasonic Corporation per share (yen)	52.10

- Notes:
1. Amounts less than 1 million yen have been rounded to the nearest whole 1 million yen amount.
 2. “Panasonic Corporation Shareholders’ equity” on a consolidated basis is presented in accordance with the United States Generally Accepted Accounting Principles (U.S. GAAP).
 3. As of March 31, 2014, Panasonic holds 141,496 thousand shares of its own common stock.

4. Outline of the Business to be Split

(1) Description of the Business to be Split

The OLED display panel business and the business concerning the materials and processes for high definition OLED printing technology

(2) Operating Results of the Business to be Split for Fiscal Year Ended March 31, 2014

(Millions of yen)

	Business to be split (a)	Panasonic on a stand-alone basis(b)	Ratio (a)/(b)
Net sales	-	4,084,606	-
Operating profit	(7,853)	70,328	-

Notes: 1. The operating results of the Business to be split are prepared under the management accounting of the business to be split.

2. Since the business to be split is the research and development section, no amount is recorded in the Net sales.

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

(3) Assets and Liabilities of Panasonic to be Split (As of March 31, 2014)

(Millions of yen)

Assets		Liabilities	
Items	Book Value	Items	Book Value
Current assets	158	Current liabilities	84
Fixed assets	584	Fixed liabilities	0
Total	742	Total	84

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

5. Status of Panasonic after the Absorption-Type 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. 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, 2015.

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 Americas, 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; the possibility that excessive currency rate fluctuations of the U.S. dollar, the euro, the Chinese yuan and other currencies against the yen may adversely affect costs and prices of Panasonic's products and services and certain other transactions that are denominated in these foreign currencies; the possibility of the Panasonic Group incurring additional costs of raising funds, because of changes in the fund raising environment; the possibility of the Panasonic Group not being able 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; the possibility of not being able to achieve its business objectives through joint ventures and other collaborative agreements with other companies, including due to the pressure of price reduction exceeding that which can be achieved by its effort and decrease in demand for products from business partners which Panasonic highly depends on in BtoB business areas; the possibility of the Panasonic Group not being able 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.