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FOR IMMEDIATE RELEASE

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Panasonic Issues Straight Bonds

Osaka, Japan, July 29, 2016 - Panasonic Corporation ([TSE:6752] "Panasonic") announced that its Board of Directors today resolved to issue straight bonds. Panasonic will offer the bonds in order to secure funds necessary for expanding its business.

An outline of the issuance of bonds is as follows:

1. Type of Securities: Unsecured Straight Bonds
2. Aggregate Principal Amount: Up to 400 billion yen
3. Period of Issuance: In or after August 2016
4. Offering Method: Public Offering in Japan (planned)
5. Use of Proceeds: Capital Expenditures, Investments and Loans, Redemption of Bonds

Details of the issuance of bonds, including the aggregate principal amount of bonds, issue price, coupon rate, maturity and date of issue, will be determined in the later stage.

Note: This press release does not constitute an offer of any securities for sale. This press release has been prepared for the purpose of publicly announcing that Panasonic has resolved matters relating to the issuance of new debt securities and not for the purpose of soliciting investment or engaging in any other similar activities. This press release is not an offer of securities for sale in the United States. The securities referred to above have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "Securities Act"), and may not be offered or sold in the United States absent registration or an applicable exemption from registration under the Securities Act.

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