

Panasonic Corporation
Consolidated Information by Business Segment *
(Year ended March 31)

By Business Segment:

[Sales]	<u>Yen (billions)</u>		<u>Percentage</u> <u>2009/2008</u>
	<u>2009</u>	<u>2008</u>	
Digital AVC Networks	¥ 3,749.0	¥ 4,319.6	87%
Home Appliances	1,222.9	1,316.4	93%
PEW and PanaHome	1,766.3	1,910.3	92%
Components and Devices	1,127.3	1,398.7	81%
Other	1,071.7	1,084.3	99%
JVC	--	183.1	--
Subtotal	8,937.2	10,212.4	88%
Eliminations	(1,171.7)	(1,143.5)	--
Consolidated total	¥ 7,765.5	¥ 9,068.9	86%

[Segment Profit]**

			<u>Yen (billions)</u>	<u>Percentage</u>
			<u>2009</u>	<u>2008</u>
Digital AVC Networks	¥ 3.2	¥ 252.3	1%	
Home Appliances	49.0	86.4	57%	
PEW and PanaHome	40.1	96.4	42%	
Components and Devices	7.1	105.0	7%	
Other	23.9	64.2	37%	
JVC	--	(9.7)	--	
Subtotal	123.3	594.6	21%	
Corporate and eliminations	(50.4)	(75.1)	--	
Consolidated total	¥ 72.9	¥ 519.5	14%	

By Domestic and Overseas Company Location:

[Sales]	<u>Yen (billions)</u>		<u>Percentage</u> <u>2009/2008</u>
	<u>2009</u>	<u>2008</u>	
Japan	¥ 6,053.6	¥ 6,789.5	89%
North and South America	964.7	1,213.1	80%
Europe	969.5	1,218.2	80%
Asia, China and others	2,457.6	2,960.0	83%
Subtotal	10,445.4	12,180.8	86%
Eliminations	(2,679.9)	(3,111.9)	--
Consolidated total	¥ 7,765.5	¥ 9,068.9	86%

[Segment Profit]**

			<u>Yen (billions)</u>	<u>Percentage</u>
			<u>2009</u>	<u>2008</u>
Japan	¥ 72.7	¥ 422.1	17%	
North and South America	(2.8)	22.1	--	
Europe	(30.4)	20.4	--	
Asia, China and others	82.6	125.1	66%	
Subtotal	122.1	589.7	21%	
Corporate and eliminations	(49.2)	(70.2)	--	
Consolidated total	¥ 72.9	¥ 519.5	14%	

* ** See Notes to consolidated financial statements on pages 14-16.