

Supplemental Consolidated Financial Data for Fiscal 2010
Third Quarter and Nine Months ended December 31, 2009

1. Sales Breakdown

yen (billions)

Fiscal 2010 Third Quarter	Total	10/09	Local currency basis 10/09	Domestic	10/09	Overseas	10/09	Local currency basis 10/09
Video and Audio Equipment	527.1	113%	114%	191.9	129%	335.2	106%	107%
Information and Communications Equipment	388.9	96%	98%	203.9	97%	185.0	95%	99%
Digital AVC Networks	916.0	105%	107%	395.8	110%	520.2	102%	104%
Home Appliances	281.1	101%	102%	172.6	98%	108.5	105%	109%
PEW and PanaHome	363.3	94%	95%	295.3	92%	68.0	107%	111%
Components and Devices	218.5	100%	102%	78.8	92%	139.7	105%	109%
Other	107.7	84%	85%	62.4	77%	45.3	97%	100%
Total	1,886.6	100%	102%	1,004.9	98%	881.7	103%	106%

yen (billions)

Fiscal 2010 Nine Months ended December 31, 2009	Total	10/09	Local currency basis 10/09	Domestic	10/09	Overseas	10/09	Local currency basis 10/09
Video and Audio Equipment	1,290.8	90%	97%	449.7	111%	841.1	82%	91%
Information and Communications Equipment	1,135.8	80%	85%	603.5	87%	532.3	74%	82%
Digital AVC Networks	2,426.6	85%	91%	1,053.2	96%	1,373.4	79%	88%
Home Appliances	819.3	88%	92%	481.9	93%	337.4	81%	90%
PEW and PanaHome	1,051.6	86%	88%	861.1	88%	190.5	80%	88%
Components and Devices	615.5	81%	86%	206.3	77%	409.2	83%	91%
Other	306.9	65%	67%	178.4	66%	128.5	64%	68%
Total	5,219.9	84%	88%	2,780.9	89%	2,439.0	79%	87%

Overseas Sales by Region

yen (billions)

	Fiscal 2010 Third Quarter			Fiscal 2010 Nine Months ended December 31, 2009		
		10/09	Local currency basis 10/09		10/09	Local currency basis 10/09
North and South America	250.4	98%	103%	675.0	80%	88%
Europe	228.8	99%	99%	581.9	72%	82%
Asia	215.8	114%	114%	619.2	85%	95%
China	186.7	103%	109%	562.9	79%	84%
Total	881.7	103%	106%	2,439.0	79%	87%

2. Sales by Products

yen (billions)

Product Category	Products	Fiscal 2010			
		Third Quarter		Nine Months ended December 31	
		Sales	10/09	Sales	10/09
Digital AVC Networks	TVs	341.2	123%	807.0	96%
	Plasma TVs	183.4	108%	442.1	91%
	LCD TVs	136.4	155%	308.4	108%
	Digital cameras	60.6	122%	164.7	93%
	BD / DVD recorders	50.3	110%	112.2	102%
	BD recorders / players	39.1	133%	83.7	141%
	VCRs / camcorders	15.8	113%	48.3	76%
	Audio equipment	26.1	96%	60.6	76%
	Information equipment	268.1	102%	749.6	81%
	Communications equipment	120.8	86%	386.2	79%
	Mobile communications equipment	54.6	76%	200.9	80%
Home Appliances	Air conditioners	42.3	104%	171.5	84%
	Refrigerators	31.9	127%	97.1	110%
Components and Devices	General components	83.5	106%	235.5	82%
	Semiconductors *	81.0	87%	246.7	73%
	Batteries	66.6	92%	183.1	81%
Other	FA equipment	25.7	112%	63.3	50%

* Information for semiconductors is on a production basis.

3. Segment Information

yen (billions)

	Fiscal 2010 Third Quarter					Fiscal 2010 Nine Months ended December 31				
	Sales	10/09	Segment Profit	% of sales	10/09	Sales	10/09	Segment Profit	% of sales	10/09
Digital AVC Networks	974.1	104%	40.2	4.1%	-	2,578.2	85%	52.9	2.1%	54%
Home Appliances	289.5	99%	30.7	10.6%	169%	856.6	88%	59.7	7.0%	92%
PEW and PanaHome	410.7	95%	17.4	4.2%	168%	1,184.4	87%	21.6	1.8%	47%
Components and Devices	265.7	95%	19.9	7.5%	398%	756.8	80%	21.2	2.8%	39%
Other	231.6	104%	6.2	2.7%	6,889%	677.7	83%	8.3	1.2%	29%
Total	2,171.6	100%	114.4	5.3%	398%	6,053.7	85%	163.7	2.7%	56%
Corporate and eliminations	-285.0	-	-13.4	-	-	-833.8	-	-33.8	-	-
Consolidated total	1,886.6	100%	101.0	5.4%	383%	5,219.9	84%	129.9	2.5%	51%

4. Financial data for the primary domain companies

(Business domain company basis)

<Sales, Domain company profit (production division basis), and Capital Investment * >

Fiscal 2010 Third Quarter

yen (billions)

	Sales		Domain company profit			Capital Investment	
		10/09		% of sales	10/09		10-09
AVC Networks Company	526.2	101%	0.1	0.0%	-	34.6	-15.4
Panasonic Mobile Communications Co., Ltd.	63.7	74%	0.4	0.6%	6%	0.4	-0.4
Panasonic Electronic Devices Co., Ltd.	97.3	105%	4.6	4.7%	-	3.5	-5.3
Factory Automation Business	26.5	103%	0.1	0.5%	-	0.2	-0.2

Fiscal 2010 Nine Months ended December 31, 2009

yen (billions)

	Sales		Domain company profit			Capital Investment	
		10/09		% of sales	10/09		10-09
AVC Networks Company	1,328.5	83%	-32.8	-2.5%	-	144.7	-1.9
Panasonic Mobile Communications Co., Ltd.	229.6	78%	10.1	4.4%	36%	1.5	-1.3
Panasonic Electronic Devices Co., Ltd.	277.2	82%	3.7	1.3%	25%	12.6	-15.2
Factory Automation Business	66.7	48%	-9.4	-14.0%	-	1.6	+0.2

* These figures are calculated on an accrual basis.

5. Capital Investment by segments *

yen (billions)

	Third Quarter		Nine Months ended December 31, 2009	
		10-09		10-09
Digital AVC Networks	37.8	-17.1	154.6	-22.3
Home Appliances	5.6	-4.9	28.0	-8.0
PEW and PanaHome	6.6	-2.6	19.2	-9.9
Components and Devices **	20.1	-13.8	67.7	-24.6
Other	1.6	-2.2	6.1	-11.8
Total	71.7	-40.6	275.6	-76.6

<** semiconductors only>

< 3.1 > < -13.3 > < 12.2 > < -27.5 >

* These figures are calculated on an accrual basis.

6. Foreign Currency Exchange Rates

<Export Rates>

	Fiscal 2009			Fiscal 2010	
	Third Quarter	Nine Months ended December 31	Full Year	Third Quarter	Nine Months ended December 31
U.S. Dollars	¥104	¥104	¥103	¥93	¥94
Euro	¥155	¥158	¥153	¥132	¥129

<Rates Used for Consolidation>

	Fiscal 2009			Fiscal 2010	
	Third Quarter	Nine Months ended December 31	Full Year	Third Quarter	Nine Months ended December 31
U.S. Dollars	¥96	¥103	¥101	¥90	¥94
Euro	¥127	¥151	¥143	¥133	¥133

<Foreign Currency Transaction> *

(billions)

	Fiscal 2009			Fiscal 2010	
	Third Quarter	Nine Months ended December 31	Full Year	Third Quarter	Nine Months ended December 31
U.S. Dollars	US\$0.6	US\$2.1	US\$2.4	US\$0.6	US\$1.5
Euro	€ 0.4	€ 1.2	€ 1.4	€ 0.2	€ 0.8

* These figures are based on the net foreign exchange exposure of the company.

7. Number of Employees

(persons)

	End of December 2008	End of March 2009	End of September 2009	End of December 2009
Domestic	132,715	132,144	127,888	154,954
Overseas	174,729	160,106	156,551	227,526
Total	307,444	292,250	284,439	382,480

8. Annual Forecast for Fiscal 2010, ending March 31, 2010

Segment Information

yen (billions)

	Revised Forecast(as of February 5, 2010)				
	Sales	10/09	Segment profit	% of sales	10/09
Digital AVC Networks	3,436.0	92%	70.0	2.0%	2,204%
Home Appliances	1,157.0	95%	67.0	5.8%	137%
PEW and PanaHome	1,592.0	90%	34.0	2.1%	85%
Components and Devices	1,008.0	89%	34.0	3.4%	478%
SANYO	388.4	-	-7.0	-	-
Other	877.0	82%	10.0	1.1%	42%
Total	8,458.4	95%	208.0	2.5%	169%
Corporate and eliminations	-1,108.4	-	-58.0	-	-
Consolidated total	7,350.0	95%	150.0	2.0%	206%

Disclaimer Regarding Forward-Looking Statements

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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, Asia and other 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 acquisition of 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 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 Panasonic's latest annual report on Form 20-F, which is on file with the U.S. Securities and Exchange Commission.

<Attachment 1> Reference

Segment information for fiscal 2010

Sales

Yen(billions)

	1st Quarter (Apr. to Jun.)	2nd Quarter (Jul. to Sep.)	3rd Quarter (Oct. to Dec.)
Digital AVC Networks	773.3	830.8	974.1
Home Appliances	293.9	273.2	289.5
PEW and PanaHome	357.7	416.0	410.7
Components and Devices	229.6	261.5	265.7
Other	204.7	241.4	231.6
Subtotal	1,859.2	2,022.9	2,171.6
Eliminations	-263.7	-285.1	-285.0
Total	1,595.5	1,737.8	1,886.6

Segment profit

	1st Quarter (Apr. to Jun.)	2nd Quarter (Jul. to Sep.)	3rd Quarter (Oct. to Dec.)
Digital AVC Networks	-13.6	26.3	40.2
Home Appliances	20.3	8.7	30.7
PEW and PanaHome	-7.8	12.0	17.4
Components and Devices	-11.5	12.8	19.9
Other	-0.9	3.0	6.2
Subtotal	-13.5	62.8	114.4
Corporate and eliminations	-6.7	-13.7	-13.4
Total	-20.2	49.1	101.0

<Attachment 2> Reference

Segment information for fiscal 2009

Sales

Yen(billions)

	1st Quarter (Apr. to Jun.)	2nd Quarter (Jul. to Sept.)	3rd Quarter (Oct. to Dec.)	4th Quarter (Jan. to Mar.)	Full year (Apr. to Mar.)
Digital AVC Networks	1,046.4	1,056.5	937.3	708.8	3,749.0
Home Appliances	352.1	333.4	292.1	245.3	1,222.9
PEW and PanaHome	432.8	495.9	432.7	404.9	1,766.3
Components and Devices	334.5	335.7	278.3	178.8	1,127.3
Other	289.4	309.2	222.4	250.7	1,071.7
Subtotal	2,455.2	2,530.7	2,162.8	1,788.5	8,937.2
Eliminations	-303.2	-339.0	-282.9	-246.6	-1,171.7
Total	2,152.0	2,191.7	1,879.9	1,541.9	7,765.5

Segment profit

	1st Quarter (Apr. to Jun.)	2nd Quarter (Jul. to Sept.)	3rd Quarter (Oct. to Dec.)	4th Quarter (Jan. to Mar.)	Full year (Apr. to Mar.)
Digital AVC Networks	55.0	47.8	-4.9	-94.7	3.2
Home Appliances	31.5	15.4	18.2	-16.1	49.0
PEW and PanaHome	10.5	25.3	10.3	-6.0	40.1
Components and Devices	19.5	29.5	5.0	-46.9	7.1
Other	13.9	14.9	0.1	-5.0	23.9
Subtotal	130.4	132.9	28.7	-168.7	123.3
Corporate and eliminations	-20.8	-14.4	-2.3	-12.9	-50.4
Total	109.6	118.5	26.4	-181.6	72.9

Notes:

1. JVC and its consolidated subsidiaries became associated companies under the equity method from August 2007.
2. The company has changed the transaction between Global Procurement Service Company and other segments since April 1, 2008. Accordingly, segment information for Other and Corporate and eliminations of fiscal 2008 has been reclassified to conform to the presentation for fiscal 2009.
3. The name of "AVC Networks" was changed to "Digital AVC Networks" in April 2008.
4. The name of "MEW and PanaHome" was changed to "PEW and PanaHome" as of October 1, 2008.

<Attachment 3> Reference
Segment information for fiscal 2008

Sales

Yen(billions)

	1st Quarter (Apr. to Jun.)	2nd Quarter (Jul. to Sept.)	3rd Quarter (Oct. to Dec.)	4th Quarter (Jan. to Mar.)	Full year (Apr. to Mar.)
Digital AVC Networks	996.1	1,063.5	1,207.7	1,052.3	4,319.6
Home Appliances	349.4	317.6	339.2	310.2	1,316.4
PEW and PanaHome	431.9	505.3	472.5	500.6	1,910.3
Components and Devices	348.2	364.1	357.3	329.1	1,398.7
Other	260.4	281.9	249.8	292.1	1,084.2
JVC	138.0	45.1	--	--	183.1
Subtotal	2,524.0	2,577.5	2,626.5	2,484.3	10,212.3
Eliminations	-284.5	-291.7	-281.9	-285.3	-1,143.4
Total	2,239.5	2,285.8	2,344.6	2,199.0	9,068.9

Segment profit

	1st Quarter (Apr. to Jun.)	2nd Quarter (Jul. to Sept.)	3rd Quarter (Oct. to Dec.)	4th Quarter (Jan. to Mar.)	Full year (Apr. to Mar.)
Digital AVC Networks	38.9	71.2	84.3	57.9	252.3
Home Appliances	18.0	19.3	25.9	23.2	86.4
PEW and PanaHome	9.9	31.2	27.3	28.0	96.4
Components and Devices	18.4	31.1	27.8	27.7	105.0
Other	13.8	21.1	12.1	17.2	64.2
JVC	-6.7	-3.0	--	--	-9.7
Subtotal	92.3	170.9	177.4	154.0	594.6
Corporate and eliminations	-18.4	-24.8	-12.0	-19.9	-75.1
Total	73.9	146.1	165.4	134.1	519.5