

July 29, 2010

**FOR IMMEDIATE RELEASE**

**Media Contacts:**

**Akira Kadota (Japan)**  
International PR  
(Tel: +81-3-6403-3040)

**Panasonic News Bureau (Japan)**  
(Tel: +81-3-3542-6205)

**Jim Reilly (U.S.)**  
(Tel: +1-201-392-6067)

**Anne Guennewig (Europe)**  
(Tel: +49-611-235-457)

**Investor Relations Contacts:**

**Makoto Mihara (Japan)**  
Investor Relations  
(Tel: +81-6-6908-1121)

**Yuko Iwatsu (U.S.)**  
Panasonic Finance (America), Inc.  
(Tel: +1-212-698-1360)

**Hiroko Carvell (Europe)**  
Panasonic Finance (Europe) plc  
(Tel: +44-20-3008-6887)

**Panasonic Announces Shelf Registration in Japan**  
**for Future Equity Offerings**

Osaka, Japan, July 29, 2010 – Panasonic Corporation (Panasonic [NYSE: PC]) today announced that its Board of Directors has resolved to file a Shelf Registrations Statement in Japan for offerings of shares of common stock, as set forth below:

- |                                     |  |
|-------------------------------------|--|
| 1. Type of Securities to be Offered | Common Stock of Panasonic Corporation  |
| 2. Planned Issuance Period          | Within one year commencing from the effective date of the Shelf Registration Statement<br>(From August 12, 2010 until August 11, 2011) |
| 3. Offering Method                  | Public Offering in Japan   |
| 4. Planned Amount of Issuance       | Up to JPY 500 billion  |
| 5. Use of Proceeds                  | To repay short-term interest-bearing debt  |

This document does not constitute an offer of any securities for sale in any jurisdiction. This document is prepared for the sole purpose of publicly announcing that Panasonic Corporation has resolved matters relating to the filing of shelf registration statement in Japan for possible future equity offerings, and not for the purpose of soliciting investment or engaging in any other similar activities within or outside Japan.

The securities referred to in this document have not been, and will not necessarily be, registered under the United States Securities Act of 1933, as amended (the "Securities Act"). The securities may not be offered or sold in the United States absent registration or an applicable exemption from the registration requirements under the Securities Act.

###