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Media Contacts:

Global Public Relations Office

Panasonic Corporation

Tel: 03-6403-3040 Fax: 03- 3436-6766

Panasonic News Bureau

Tel: 03-3542-6205 Fax: 03-3542-9018

**Panasonic to Showcase Total Smart Lifestyles
at CEATEC JAPAN 2011**

Osaka, Japan - Panasonic Corporation will exhibit its latest products and services at CEATEC JAPAN 2011, a comprehensive cutting-edge IT and electronics trade show to be held from October 4 to 8 at Makuhari Messe in Chiba on the outskirts of Tokyo.

Aiming to become the No. 1 Green Innovation Company in the Electronics Industry by 2018, the 100th anniversary of its founding, Panasonic has been promoting Green Lifestyle Innovation by driving a green revolution in everyday life to address global warming and energy issues.

Panasonic will present its ideas for lifestyles that bring greater sustainability, safety, security, comfort and enjoyment by connecting various digital AV equipment and appliances in the home so that they can communicate with each other and the user.

Further, the March 11 earthquake and tsunami has reminded people of the importance of saving energy and ensuring safer, more secure lifestyles. At this year's CEATEC, under the theme of "Total Smart Lifestyles by Panasonic," the company will present its ideas for lifestyles that bring greater sustainability, safety, security, comfort and enjoyment. Such lifestyles can be achieved by connecting various appliances in the home from digital AV equipment to home appliances and other equipment so that they can communicate with each other and with the user.

Main exhibits at the Panasonic booth will include the following:

■ Energy Solutions Zone

This zone will present Panasonic's main energy technologies that enable energy creation and storage systems, energy-saving products and the Home Energy Management Systems (HEMS) that link them together. For energy storage, a wide lineup of storage batteries, from home use to wider-scale applications, will be highlighted. The batteries will present solutions to ensure stable power supply and backup energy sources. The zone will also feature Panasonic's unique energy solutions for entire homes and towns in an easy-to-understand manner. The solutions among them will include in-car systems and charging infrastructure that promote the spread of electric vehicles; the next-generation cockpit systems that offer a

safer, more comfortable driving experience; and the Fujisawa Sustainable Smart Town (SST), an eco-town Panasonic is aiming to open by March 2014.

■ Network AV Zone

This zone will present a range of AV solutions: VIERA Connect cloud-based IPTV services; the improved acTVila web-based TV portal services; Room Jump Link (DLNA) which connects Panasonic's DIGA Blu-ray recorders/players with compatible bathroom and kitchen televisions; and various mobile services for smartphones and WiFi-compatible LUMIX digital cameras. The zone will also present Panasonic's professional 3D solutions and latest consumer 3D products and technologies. They include the latest 3D VIERA televisions offering true-to-life, full-HD 3D picture quality, 3D-compatible DIGA Blu-ray recorders/players and a LUMIX twin-lens 3D digital camera.

As part of its efforts to reduce its environmental footprint, Panasonic will use energy-efficient LED lights throughout its booth at CEATEC.

Panasonic LIVE @ CEATEC

Panasonic will be hosting a live webcast from its booth, using USTREAM[®] streaming video service (Japanese). This will allow those who are unable to visit the booth to experience the world of Total Smart Lifestyles by Panasonic created with the company's latest products and technologies.

Further information on the exhibits is available at <http://panasonic.net/exhibition/en/2011/oct/>. Please note that the exhibits may be subject to change.

Keynote Speech by President Ohtsubo

Fumio Ohtsubo, President, Panasonic Corporation, will deliver a keynote address on the opening day of the CEATEC exhibition to discuss "A New Lifestyle Revolution Brought about by Electronics." It will take place on Tuesday, October 4, from 14:00-14:45 at Convention Hall, 2nd floor of the Makuhari Messe International Convention Complex. His keynote will also be webcast live over USTREAM at the below URL.

[Panasonic exhibition sites]

- Panasonic LIVE @ CEATEC, including President Ohtsubo's keynote:
<http://panasonic.jp/ceatec>
- Cyber Showcase blog:
<http://ex-blog.panasonic.co.jp/exhibition/en/ceatec2011>

About Panasonic

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products for a wide range of consumer, business, and industrial needs. Based in Osaka, Japan, the company recorded consolidated net sales of 8.69 trillion yen (US\$105 billion) for the year ended March 31, 2011. The company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE:PC) stock exchanges. For more information on the company and the Panasonic brand, visit the company's website at <http://panasonic.net/>