

FOR IMMEDIATE RELEASE

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Panasonic Announces New Group Organization

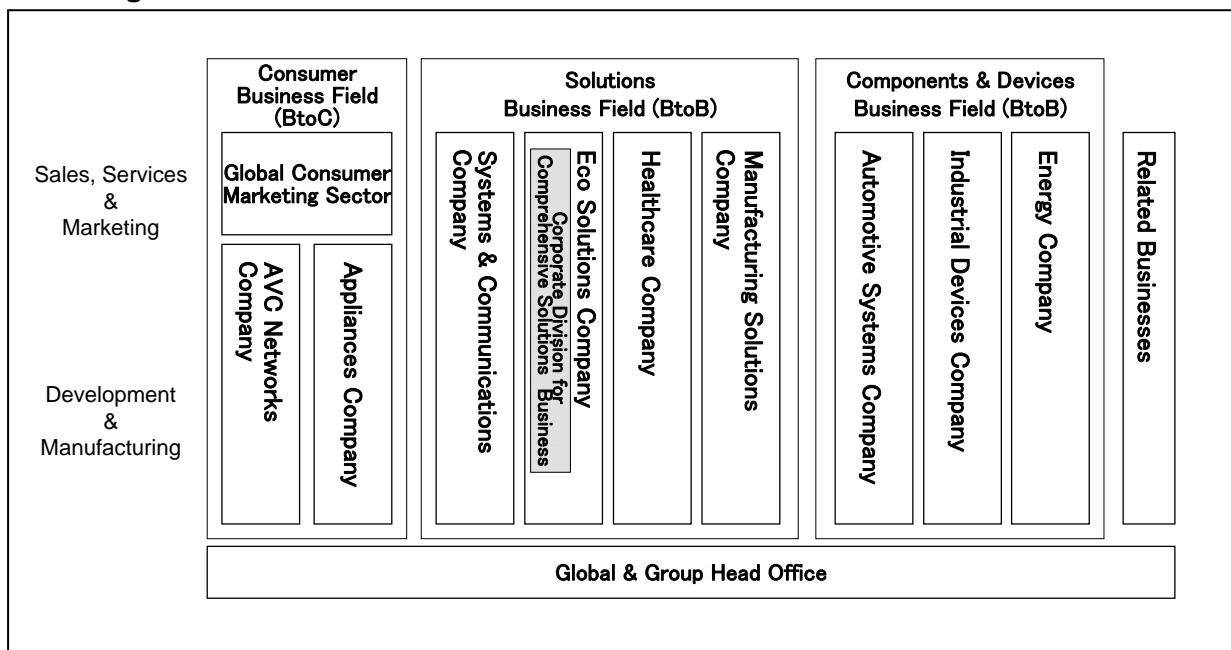
Osaka, Japan - Panasonic Corporation today announced an outline of the new group organizational structure that will be implemented in January 2012. The group-wide realignment is aimed to achieve goals set out in the company’s “Green Transformation 2012” midterm management plan and centennial vision of becoming “the No.1 Green Innovation Company in the Electronics Industry” by 2018.

The new group organization is structured in line with the company’s three basic concepts: “Maximize value creation by strengthening contacts with customers,” “Realize speedy and lean management” and “Accelerate growth businesses by boldly shifting management resources”.

Panasonic currently consists of five business segments based on common technology platforms. It will be reorganized into three business fields: “Consumer,” “Components & Devices” and “Solutions,” comprising a total of nine internal companies called “business domains” and one marketing sector.

The following describes the outline of the new organization and heads of the new business domains and marketing sector.

<New Organizational Structure>



<Consumer Business Field>

1. AVC Networks Company

- 1) President: Kazuhiro Tsuga
- 2) Business Contents: Development and manufacture of consumer AVC equipment, as well as development, manufacture, servicing and solutions sales of business-use AVC equipment and devices/components for AVC equipment
- 3) Number of Employees: 33,000 (The employee numbers indicate globally consolidated figures throughout this document.)

2. Appliances Company

- 1) President: Kazunori Takami
- 2) Business Contents: Development and manufacture of home appliances, air conditioners, personal-care products, health enhancing products, etc. Development, manufacture and sales of commercial-use heating/refrigeration/air-conditioning equipment, etc. In addition, development, manufacture and sales of related devices/components
- 3) Number of Employees: 43,000

3. Global Consumer Marketing Sector

- 1) Director: Yoshiiku Miyata
- 2) Business Contents: Marketing, sales and servicing of consumer products
- 3) Number of Employees: 16,000

<Components & Devices Business Field>

1. Automotive Systems Company

- 1) President: Masahisa Shibata
- 2) Business Contents: Development, manufacture and sales of car-use-multimedia-related equipment and eco-car-related equipment, electrical components, etc.
- 3) Number of Employees: 11,000

2. Industrial Devices Company

- 1) President: Toshiaki Kobayashi
- 2) Business Contents: Development, manufacture and sales of electronic components, electronic materials, semiconductors, memory devices etc.
- 3) Number of Employees: 102,000

3. Energy Company

- 1) President: Masato Ito
- 2) Business Contents: Development, manufacture and sales of primary and secondary batteries, chargers, battery application products and solar-related products
- 3) Number of Employees: 26,000

<Solutions Business Field>

1. Systems & Communications Company

- 1) President: Takashi Toyama
- 2) Business Contents: Development, manufacture, sales and service engineering of electric, communication and electronic machinery & equipment related to systems, networks and mobile communications
- 3) Number of Employees: 28,000

2. Eco Solutions Company

- 1) President: Shusaku Nagae
- 2) Business Contents: Development, manufacture and sales of lighting, wiring, power distribution, housing equipment, building material, ventilation fan systems, as well as the promotion of comprehensive solutions
- 3) Number of Employees: 46,000

3. Healthcare Company

- 1) President: Kenji Yamane
- 2) Business Contents: Development, manufacture, sales and service engineering of medical equipment and nursing-care equipment, as well as providing nursing service
- 3) Number of Employees: 7,000

4. Manufacturing Solutions Company

- 1) President: Yoshiro Takemoto
- 2) Business Contents: Development, manufacture, sales and service of mounting-related machines for electronic-components, device-related system, welding equipment, laser oscillator, etc.
- 3) Number of Employees: 4,000

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/>