

FOR IMMEDIATE RELEASE

December 14, 2011

Media Contacts:

Global Public Relations Office

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

Panasonic News Bureau

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

**Panasonic to Present Energy Solutions for Smart Lifestyles
at Eco-Products 2011**

Tokyo, Japan - Panasonic Corporation today announced that it will showcase its energy solutions for lifestyles of today and tomorrow at Eco-Products 2011, one of the largest environmental fairs in Japan. The event will be held at the Tokyo International Exhibition Center (Tokyo Big Sight) from December 15 to 17, 2011.

Panasonic will present the Panasonic Group's comprehensive energy solutions and ideas, reflecting the combined strength of the group companies.

Putting the environment at the core of its all business activities, Panasonic is aiming to become the No. 1 Green Innovation Company in the Electronics Industry in time for the 100th anniversary of its foundation in 2018. This year, the Panasonic booth (#3-002) will present the Panasonic Group's comprehensive energy solutions and ideas, reflecting the combined strength of the group companies including Panasonic Electric Works and SANYO Electric, which became wholly-owned subsidiaries of Panasonic on April 1, 2011.

[Major Exhibits]

(1) Energy Solutions for Lifestyles of Today

- Based on the concepts of convenient and secure living and a lifestyle conscious of conserving electricity and water, Panasonic will present proposals that respond to the changes in consumer lifestyles since the March 11 earthquake. Visitors will find a variety of Panasonic products to support today's lifestyles, including the energy-saving ECO NAVI home appliances and a wide lineup of LED products for various markets and usage, in the house that is designed to create and use energy wisely.
- The energy creation and energy storage displays will introduce a wide variety of storage batteries from residential use to industrial use, in addition to solar panels and fuel cells.
- The real Tokai Challenger solar car will also be on display. Built by Tokai University using Panasonic's solar cells and storage battery cells, the car won the 2011 World Solar Challenge that was held this past October in Australia.

(2) Comprehensive Smart Lifestyles for Tomorrow

- Among the solutions on display will be Smart Energy Gateway (SEG), which connect multiple home appliances and equipment together for the visualization and optimum control of energy consumption; and the Fujisawa Sustainable Smart Town, which aims to realize green lifestyle innovation with ideas for the entire town.

(3) Resource Recycling

- This section will introduce Panasonic's initiatives related to resources recycling, one of the most important fields within Panasonic's environmental sustainability management initiatives, alongside CO₂ reduction.
- Specific examples of recycling-oriented manufacturing will be exhibited, including technology to recycle glass from cathode ray tubes used in televisions into glass wool to be used for insulation materials; and technology to separate and recycle individual resins from the crushed resin mixtures generated in recycling facilities
- As the latest examples of such recycling efforts, four home appliances (refrigerator, washer/dryer, vacuum cleaner and rice cooker) manufactured with the recycled resins and the glass wool will make public debut at the Eco-Products exhibition.

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/>.

###