

FOR IMMEDIATE RELEASE

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**Panasonic to Open New ALIVH Multi-Layer Resin Board Factory
in Taiwan**

Osaka, Japan - Panasonic Corporation held a ceremony on February 15, 2012 to celebrate the completion of its new factory in Taiwan for production of ALIVH multi-layer resin boards to be used for high-functionality terminals such as smartphones.

The world mobile phone market is undergoing a rapid shift from standard phones to smartphones (high-functionality terminals) where major growth is anticipated. In order to meet the growing demand for circuit boards for these high-functionality terminals, Panasonic is striving to increase its overseas production capacity for its original ALIVH multi-layer resin boards that offer advantages in high-density and multi-layer count applications.

The new plant brings Panasonic's total ALIVH PCB production capacity in Taiwan to 6 million a month, boosting the company's ability to meet the growing demand of smartphone makers worldwide.

As part of this production expansion, the company increased production capacity of the existing plant of Panasonic Taiwan Co., Ltd. in New Taipei City in August 2011. Now the second ALIVH factory in Taiwan has been completed in Taoyuan, near the existing facility, and ready to begin mass production. The production capacity of the new factory will be three million units per month (calculated in terms of smartphones). Combined with the existing factory's production capacity of three million, Panasonic's total output capacity of ALIVH boards in Taiwan becomes six million per month, quadruple the 2010 levels.

Panasonic positions ALIVH as one of its priority business areas because the proprietary multi-layer resin board technology is a key component essential to the further evolution of high-functionality terminals such as smartphones. The company continues to actively develop its ALIVH business to meet the needs of smartphone and other mobile terminal manufacturers the world over.

<Profile of No. 2 Factory, Panasonic Taiwan Co., Ltd.>

Location: 5 Mingquan Rd., Dayuan Industrial Park, Dayuan, Taoyuan County, Taiwan
Startup: February 2012
Ground area: Approx. 18,000 m²
Floor space: Approx. 18,400 m² (three-storey)
Production items: ALIVH Printed Circuit Boards
Employees: Approx. 300

<Profile of Panasonic Taiwan Co., Ltd.>

Location: 579 Yuanshan Rd., Zhonghe District, New Taipei City, Taiwan
Incorporated: October 1962
Representative Director: Akihiro Nakatani
Capital: NT\$3,422,000,000
Production items: Appliances (refrigerators, washing machines, air conditioners, cooking appliances, etc.), digital AVC (flat-panel TVs), car electronics (onboard audio-visual products, car navigation systems), devices (ALIVH Printed Circuit Boards, car speakers, etc.), motors (for vacuum cleaners, cooking appliances, electrical equipment)
Employees: Approx. 4,500

<Profile of No. 1 Factory, Panasonic Taiwan Co., Ltd.>

Location: 579 Yuanshan Rd., Zhonghe District, New Taipei City, Taiwan
Startup: April 2005
Ground area: Approx. 6,600 m²
Floor space: Approx. 13,300 m² (three-storey)
Production items: ALIVH Printed Circuit Boards
Employees: Approx. 300

ALIVH: Any Layer Interstitial Via Hole

ALIVH is a multi-layer resin board developed and commercialized by Panasonic as the world's first full-layer Interstitial Via Hole (IVH). In October 1996, using ALIVH boards, Panasonic (then known as Matsushita Electric Industrial Co., Ltd.) developed a mobile phone that was the lightest and smallest in the industry at that time with less than 100 g in weight and less than 100 cc in volume. Since then, ALIVH boards have been widely used in Japan and overseas. As of December 2011, global shipments of ALIVH boards exceeded 450 million units in terms of mobile phones.



No. 2 Factory, Panasonic Taiwan Co., Ltd.

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/>.

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