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FOR IMMEDIATE RELEASE

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Panasonic Announces Proposed Senior Management Changes

Osaka, Japan, February 28, 2012 - Panasonic Corporation ([NYSE:PC/TSE:6752] "Panasonic"), today announced the following changes of the members of the Board of Directors, Corporate Auditors and Executive Officers, effective April 1, 2012, and proposed changes of the members of the Board of Directors, and the Board of Corporate Auditors effective June 27, 2012. These proposed changes will be submitted for and subject to approval at the company's ordinary general meeting of shareholders to be held on June 27, 2012.

1 . Members of the Board of Directors (Effective April 1)

Title	Name	Responsibilities
Chairman of the Board	Kunio Nakamura	
Vice Chairman of the Board	Masayuki Matsushita	
President	Fumio Ohtsubo	
Executive Vice Presidents	Toshihiro Sakamoto	In charge of Global Consumer Marketing Sector
	Takahiro Mori	In charge of Planning
	Yasuo Katsura	Representative in Tokyo Occupational Safety and Health Director

Senior Managing Directors	Ken Morita	
	Ikusaburo Kashima	In charge of Legal Affairs and Intellectual Property Director, Corporate Legal Affairs Division In charge of Corporate Risk Management, Corporate Information Security, Corporate Business Ethics, and Corporate International Affairs
	Yoshihiko Yamada	In charge of Industrial Devices Business
	Kazuhiro Tsuga	
	Yoshiiku Miyata	Director, Global Consumer Marketing Sector In charge of Design
	Kazunori Takami**	President, Appliances Company
Managing Directors	Makoto Uenoyama	In charge of Accounting and Finance
	Masatoshi Harada	Representative in Kansai
	Takashi Toyama	President, Systems & Communications Company President, Panasonic System Networks Co., Ltd. In charge of Media & Spatial Design Laboratory General Manager, Construction Safety Regulations Administration Department
	Yoshiyuki Miyabe	In charge of Technology, New Business Strategy Office, and Panasonic Spin-up Fund
	Yoshiaki Nakagawa	In charge of Human Resources, General Affairs, and Social Relations Director, Corporate Diversity Promotion Division In charge of e-Work Promotion Office and Facility Management
Directors	Ikuo Uno	
	Masayuki Oku	
Honorary Chairman of the Board and Executive Advisor, Member of the Board	Masaharu Matsushita	

Notes: The Chairman of the Board of Directors, Vice Chairman of the Board of Directors, President, Executive Vice Presidents and Senior Managing Directors are Representative Directors and severally represent the company.

Ikuo Uno and Masayuki Oku are outside directors of the company as stipulated in Article 2, Paragraph 15 of the Company Law of Japan.

2. Members of the Board of Corporate Auditors (Effective April 1)

Title	Name	Responsibilities
Senior Corporate Auditors	Masahiro Seyama	
	Yoshihiro Furuta	Chairman, Panasonic Group Auditors Meeting
Corporate Auditors	Yasuo Yoshino	
	Ikuo Hata	
	Hiroyuki Takahashi	

Note: Yasuo Yoshino, Ikuo Hata and Hiroyuki Takahashi are outside corporate auditors.

3. Executive Officers (Effective April 1)

Title	Name	Responsibilities
Senior Managing Executive Officers	Shusaku Nagae	In charge of Solution Business President, Eco Solutions Company
	Seiichiro Sano	In charge of Special Task
	Takumi Kajisha**	In charge of Corporate Communications, Advertising, Corporate Citizenship, and CSR Office
Managing Executive Officers	Yutaka Takehana	Director, Corporate Division for Government & Public Affairs In charge of External Affairs
	Toshiaki Kobayashi	President Director, Electronic Components and Materials Business Group Industrial Devices Company
	Yoshihisa Fukushima	In charge of Intellectual Property Director, Corporate Intellectual Property Division President, Intellectual Property Rights Operations Company
	Hideaki Kawai	General Manager, Corporate Planning Group
	Laurent Abadie	Regional Head for Europe & CIS Chairman & CEO, Panasonic Europe Ltd. Managing Director, Panasonic Marketing Europe GmbH

Managing Executive Officers	Yorihisa Shiokawa	Regional Head for Asia, the Middle East & Africa Managing Director, Panasonic Asia Pacific Pte. Ltd.
	Jun Ishii**	In charge of Sales Company and Channel Strategy for Japan, Global Consumer Marketing Sector President, Panasonic Consumer Marketing Co., Ltd.
	Mamoru Yoshida**	President Director, Display Network Products Business Group AVC Networks Company
	Tsuyoshi Nomura**	In charge of Manufacturing Innovation Director, Corporate Manufacturing Innovation Division In charge of Advanced Production Systems Development Company, Quality Administration, FF Customer Support & Management, Environmental Affairs, Procurement, Logistics, and Motor Business Administration Office
Executive Officers	Joseph Taylor	Regional Head for North America Chairman & CEO, Panasonic Corporation of North America
	Toshiro Kisaka	In charge of Groupwide Cost Busters Project Project Manager, Groupwide Cost Busters Project Director, Corporate Procurement Division Director, Corporate Global Logistics Division
	Masato Tomita	Vice President In charge of Overseas Operations Eco Solutions Company
	Takeshi Uenoyama	In charge of Device Technology General Manager, Device Strategy Office In charge of Advanced Technology Research Laboratories Acting Director, The Nakao Laboratory
	Shiro Nishiguchi	Director, AVC Marketing Division, Global Consumer Marketing Sector

Executive Officers	Yoshiro Takemoto*	President, Manufacturing Solutions Company President, Panasonic Factory Solutions Co., Ltd.
	Kenji Yamane*	President, Healthcare Company President, Panasonic Healthcare Co., Ltd.
	Yoshio Ito	Senior Vice President Director, Display Devices Business Group AVC Networks Company
	Hidetoshi Osawa	Regional Head for China & Northeast Asia Chairman, Panasonic Corporation of China
	Yukio Nakashima	Director, Appliances Marketing Division, Global Consumer Marketing Sector
	Kuniaki Matsukage	Vice President Director, Lighting Business Group Eco Solutions Company
	Masato Ito	President, Energy Company President, Member of the Board, SANYO Electric Co., Ltd.
	Yasutomo Fukui	In charge of Information Systems
	Katsuhiko Fujiwara	Senior Vice President Director, Air Conditioning and Cold Chain Business Group Appliances Company
	Masahisa Shibata	President, Automotive Systems Company
	Toshiyuki Takagi	Senior Vice President Director, Business Solutions Business Group AVC Networks Company
Shiro Kitajima	President, Panasonic Consumer Marketing Company of North America, Panasonic Corporation of North America	

Executive Officers	Machiko Miyai	Director, Corporate Environmental Affairs Division Director, Corporate Electricity Saving Division
	Masahiro Ido*	Vice President In charge of Planning Director, Customer Communication Center Eco Solutions Company
	Satoshi Takeyasu*	Vice President Director, Comprehensive Solutions Division Eco Solutions Company
	Takeo Endo*	Managing Director, Panasonic Consumer Marketing China, Panasonic Corporation of China

4. Resignation and Appointments of the Members of the Board of Directors (Effective June 27)

Resignation:

Title	Name	Responsibilities
Chairman of the Board	Kunio Nakamura	Executive Advisor
Executive Vice Presidents	Toshihiro Sakamoto	To take on the role of Corporate Advisor
	Takahiro Mori	To take on the role of Corporate Advisor
Senior Managing Directors	Ken Morita	To take on the role of Corporate Advisor
Senior Managing Executive Officer	Seiichiro Sano	
Managing Directors	Makoto Uenoyama	Retaining his position as Managing Executive Officer
	Masatoshi Harada	Retaining his position as Managing Executive Officer
Senior Corporate Auditor	Masahiro Seyama	
Honorary Chairman of the Board and Executive Advisor, Member of the Board	Masaharu Matsushita	Honorary Chairman

Assignments:

Title	Name	Responsibilities (as of April 1)
Chairman of the Board	Fumio Ohtsubo**	

President	Kazuhiro Tsuga**	
Executive Vice President	Shusaku Nagae	Former: Senior Managing Executive Officer Current: In charge of Solution Business President, Eco Solutions Company
Managing Directors	Hideaki Kawai	Former: General Manager, Corporate Planning Group Current: Managing Executive Officer
	Mamoru Yoshida	Current: Managing Executive Officer President, and Director, Display Network Products Business Group, AVC Networks Company
Senior Corporate Auditor	Seiichiro Sano	Former: Senior Managing Executive Officer In charge of Special Task

5. Members of the Board of Directors (Effective June 27)

Title	Name	Responsibilities
Chairman of the Board	Fumio Ohtsubo**	
Vice Chairman of the Board	Masayuki Matsushita	
President	Kazuhiro Tsuga**	
Executive Vice Presidents	Yasuo Katsura	Representative in Tokyo Occupational Safety and Health Director
	Shusaku Nagae*, **	In charge of Solution Business President, Eco Solutions Company In charge of Corporate Division for Promoting Energy Solution Business
Senior Managing Directors	Ikusaburo Kashima	In charge of Legal Affairs and Intellectual Property Director, Corporate Legal Affairs Division In charge of Corporate Risk Management, Corporate Information Security, Corporate Business Ethics, and Corporate International Affairs
	Yoshihiko Yamada	In charge of Industrial Devices Business
	Yoshiiku Miyata	Director, Global Consumer Marketing Sector In charge of Design
	Kazunori Takami	President, Appliances Company

Managing Directors	Takashi Toyama	In charge of Planning General Manager, Corporate Planning Group In charge of Information Systems
	Hideaki Kawai*	In charge of Accounting and Finance
	Yoshiyuki Miyabe	In charge of Technology, New Business Strategy Office, and Panasonic Spin-up Fund
	Yoshiaki Nakagawa	In charge of Human Resources, General Affairs, and Social Relations Director, Corporate Diversity Promotion Division In charge of e-Work Promotion Office and Facility Management
	Mamoru Yoshida*	President Director, Display Network Products Business Group AVC Networks Company
Directors	Ikuo Uno	
	Masayuki Oku	

Notes: The Chairman of the Board of Directors, Vice Chairman of the Board of Directors, President, Executive Vice Presidents and Senior Managing Directors are Representative Directors and severally represent the company.

Ikuo Uno and Masayuki Oku are outside directors of the company as stipulated in Article 2, Paragraph 15 of the Company Law of Japan.

6. Members of the Board of Corporate Auditors (Effective June 27)

Title	Name	Responsibilities
Senior Corporate Auditors	Seiichiro Sano*	
	Yoshihiro Furuta	Chairman, Panasonic Group Auditors Meeting
Corporate Auditors	Yasuo Yoshino	
	Ikuo Hata***	
	Hiroyuki Takahashi	

Note: Yasuo Yoshino, Ikuo Hata and Hiroyuki Takahashi are outside corporate auditors.

* newly appointed

** promoted

*** reappointed

7. Executive Officers (Effective June 27)

Title	Name	Responsibilities
Senior Managing Executive Officers	Takumi Kajisha	In charge of Corporate Communications, Advertising, Corporate Citizenship, and CSR Office
Managing Executive Officers	Yutaka Takehana	Director, Corporate Division for Government & Public Affairs In charge of External Affairs
	Makoto Uenoyama	Senior Vice President In charge of Administration Eco Solutions Company
	Toshiaki Kobayashi	President Director, Electronic Components and Materials Business Group Industrial Devices Company
	Masatoshi Harada	Representative in Kansai
	Yoshihisa Fukushima	In charge of Intellectual Property Director, Corporate Intellectual Property Division President, Intellectual Property Rights Operations Company
	Laurent Abadie	Regional Head for Europe & CIS Chairman & CEO, Panasonic Europe Ltd. Managing Director, Panasonic Marketing Europe GmbH
	Yorihisa Shiokawa	Regional Head for Asia, the Middle East & Africa Managing Director, Panasonic Asia Pacific Pte. Ltd.
	Jun Ishii	In charge of Sales Company and Channel Strategy for Japan, Global Consumer Marketing Sector President, Panasonic Consumer Marketing Co., Ltd.
Tsuyoshi Nomura	In charge of Manufacturing Innovation Director, Corporate Manufacturing Innovation Division In charge of Advanced Production Systems Development Company, Quality Administration, FF Customer Support & Management, Environmental Affairs, Procurement, Logistics, and Motor Business Administration Office	

Executive Officers	Joseph Taylor	Regional Head for North America Chairman & CEO, Panasonic Corporation of North America
	Toshiro Kisaka	In charge of Groupwide Cost Busters Project Project Manager, Groupwide Cost Busters Project Director, Corporate Procurement Division Director, Corporate Global Logistics Division
	Masato Tomita	Vice President In charge of Overseas Operations Eco Solutions Company
	Takeshi Uenoyama	In charge of Device Technology General Manager, Device Strategy Office In charge of Advanced Technology Research Laboratories Acting Director, The Nakao Laboratory
	Shiro Nishiguchi	Director, AVC Marketing Division, Global Consumer Marketing Sector
	Yoshiro Takemoto	President, Manufacturing Solutions Company President, Panasonic Factory Solutions Co., Ltd.
	Kenji Yamane	President, Healthcare Company President, Panasonic Healthcare Co., Ltd.
	Yoshio Ito	Senior Vice President Director, Display Devices Business Group AVC Networks Company
	Hidetoshi Osawa	Regional Head for China & Northeast Asia Chairman, Panasonic Corporation of China
	Yukio Nakashima	Director, Appliances Marketing Division, Global Consumer Marketing Sector
Kuniaki Matsukage	Vice President Director, Lighting Business Group Eco Solutions Company	

Executive Officers	Masato Ito	President, Energy Company President, Member of the Board, SANYO Electric Co., Ltd.
	Yasutomo Fukui	In charge of Information Systems
	Katsuhiko Fujiwara	Senior Vice President Director, Air Conditioning and Cold Chain Business Group Appliances Company
	Masahisa Shibata	President, Automotive Systems Company
	Toshiyuki Takagi	President, Systems & Communications Company President, Panasonic System Networks Co., Ltd. In charge of Media & Spatial Design Laboratory General Manager, Construction Safety Regulations Administration Department
	Shiro Kitajima	President, Panasonic Consumer Marketing Company of North America, Panasonic Corporation of North America
	Machiko Miyai	Director, Corporate Environmental Affairs Division Director, Corporate Electricity Saving Division
	Masahiro Ido	Vice President In charge of Planning Director, Customer Communication Center Eco Solutions Company
	Satoshi Takeyasu	Vice President Director, Comprehensive Solutions Division Eco Solutions Company
	Takeo Endo	Managing Director, Panasonic Consumer Marketing China, Panasonic Corporation of China

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/>