

Panasonic holds “Rope Jump” Event at the London 2012 Olympic Park Live Site

Panasonic Kids School program uses sport to encourage international friendship

London, 1st August 2012 – Panasonic Corporation today announced the Panasonic Kids School "Rope Jump" event at Park Live, the official live site of the Olympic Park. The event happened twice on July 31 in partnership with the London Organising Committee of the Olympic and Paralympic Games (LOCOG) during the London 2012 Olympic Games (London 2012). Six lucky primary school students, aged between 10-12 years old, from Surrey were invited to join the celebration of the Panasonic Kids School 'Rope Jump' event at the Olympic Park alongside an audience of 10,000 people, whilst one of Britain's leading female athletes, Kelly Sotherton, presented the winners with their medals.

"Rope Jump" is part of the Panasonic Kids School activities; a variety of educational programs conducted worldwide which saw 460,000 children take part last year. Panasonic's unique skipping sport requires more than ten people skipping together using a skipping rope for three minutes. They compete for total points during the three minutes based on the numbers of the jumps and rotations made during the time.

The Japanese students demonstrated Rope Jump in front of 10,000 Olympic Games fans visiting the Olympic Park Live Site. The Park Live stage is 'floating' on the river and has twin giant Panasonic LED large screen display systems, each with a total display area of 133 square meters.

The winning team, "Asahi Jumping Infinity" from Asahi Elementary School (Kanagawa, Japan), was joined by "St. Lawrence Leapers" from the St. Lawrence Church of England School (Surrey, UK), to take part in the special one-day event. "Asahi Jumping Infinity" is the winner of the 3rd World Rope Jump Championship, coming out on top out of the 465 teams taking part from 11 countries globally: Brazil, Canada, China, Czech Republic, Germany, India, Japan, the Netherlands, the United Kingdom, the United States and Vietnam.

Takumi Kajisha, Senior Managing Executive Officer of Panasonic said, "Panasonic is proud to support this initiative and help build international friendship as well as get the chance to take part in the London 2012 Olympic Games through our 'Rope Jump' event. We strongly support LOCOG's Youth Initiative as one of the legacies of London 2012 and appreciate their support and commitment to making this event happen."

Bill Morris, Director of Ceremonies, Education & Live Sites of LOCOG said, "Panasonic is supporting the Olympic Park Live Site with its LED screens,

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as part of its worldwide sponsorship of the London 2012 Olympic Games. The Rope Jump event is part of the partnership and really supports our commitment to inspiring the youth. There is no doubt that the Games will provide a memorable experience for the children, spectators and the whole community.”

All media assets are available here: <https://basecamp.com/1934559>

Official Worldwide Olympic Partner

Panasonic is proud to support the Olympic movement—aimed at promoting world peace through sports—as an Official Worldwide Olympic Partner in the Audio and Video Equipment category for more than 25 years since The Olympic Partner (TOP) Program commenced at the Calgary Olympic Winter Games in 1988. Under the slogan of "Sharing the Passion," Panasonic contributes to the success of the Olympic Games through its technology. Panasonic renewed the partnership with the International Olympic Committee through to the 2016 Olympic Games in Rio de Janeiro.

About Kids School

With the concept slogan “ When kids shine, so will our future”, Panasonic is committed to supporting the development of the next generation by providing the opportunity for children to learn and discover, that support the dreams and futures of children through Internet as well as events held all over the world.

In addition to Rope Jump Competition, Panasonic also conducts a variety of educational programs worldwide including the Eco Picture Diary Contest, the Global Eco Learning Program, Hybrid Car Craft Workshop, and KWN(Kid Witness News) hands-on video education program under the umbrella scheme of “Panasonic Kids School” in which over 460,000 children currently take part worldwide. In the hopes of promoting the sound development of children and mutual understanding among people around the world, Panasonic will continue in its work to promote and expand these activities in the future.

Please refer to the following site for details concerning the Panasonic kids school.

<https://pks.panasonic.co.jp/global/>

About Panasonic

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products in three business fields, consumer, components & devices, and solutions. Based in Osaka, Japan, the company recorded consolidated net sales of 7.85 trillion yen for the year ended March 31, 2012. Panasonic's stock is listed on the Tokyo, Osaka, Nagoya and New York (NYSE:PC) Stock Exchanges. The company has the vision of becoming the No. 1 Green Innovation Company in the Electronics Industry by the 100th year of its founding in 2018. For more information on Panasonic, its brand and commitment to sustainability, visit the company's website at <http://panasonic.net/>.