

For Immediate Release

Panasonic 'eco ideas' goes Mottainai – for products, for manufacturing, for everybody, everywhere

Kuala Lumpur, 14 September 2009 – Panasonic, the leading brand by which Panasonic Malaysia Sdn Bhd is known, is adopting the Mottainai concept in establishing itself as an 'eco brand' with the aim to effectively communicate its understanding and concerns for the environment to the public.

Mottainai, is a Japanese word which in English means 'What A Waste' and 'Do Not Waste'. This word can be expressed and uttered as an exclamation when something important such as food and time is wasted.

This Mottainai concept will be communicated through various channel and activities such web portal, corporate social responsibility (CSR) activities, exhibition and advertising campaign this October.

The web portal will be ready by end-September and for the CSR activities, a pilot project on Mottainai education was conducted recently for 40 pre-school children from BeaconHouse Subang Jaya followed by an eco exhibition to be held from October 1 to 4 at the Mid Valley Exhibition Centre plus a series of product advertisements.

Panasonic continues to establish itself as an 'ideas for life' brand through the 'eco ideas experience' exhibition. Visitors will be presented with various eco education and opportunities to see demonstrations of products ranging from home appliances to audio visual, business systems, digital imaging, cooking, beauty tips and many more.

Visitors will also get the golden opportunity to see 40 junior Mottainai "ambassadors" from Beaconhouse Pre-School in Subang Jaya perform the Mottainai Dance. The 5 and 6 year olds will also share their knowledge on how to Reduce, Reuse and Recycle.

With this new approach of Mottainai, the highlight of the exhibition takes on 5 key areas with **Mottainai World**, **Eco Ideas Experience**, **Home Appliance** and **Digital Experience** and the **System Solutions**.

The **Mottainai World** is aimed to educate the public, generally children, on how to conserve the earth's resources by introducing the concept "What a Waste" and "Do Not Waste."

Mottainai World will be launched as part of the 'eco ideas' initiative following the 'eco ideas' launched in Oct 2008. The Mottainai concept is to encourage Malaysians to Reduce, Reuse, Recycle (3R). Visitors can explore and learn about conserving earth's valuable resources through interesting games and to know the meaning of 'Mottainai' (don't be wasteful) with Mottainai Grandma.

The **Eco Ideas Experience** shares Panasonic's efforts in protecting planet earth through its eco technologies and products with inverter technology and 5 Star rating products and eco activities globally.

This wide-ranging exhibition will also showcase a series of trendsetting products such as small kitchen appliances, irons, air purifiers, alkaline ionizer, dish dryer, beauty care and lighting designed to create perfect emotional comfort and delight at the **Home Appliance Experience** exhibit.

While in the VIERA Exhibit, plasma TVs, Blu-ray disc players and home theatre systems are all connected through its industry-leading SD Link networking service, designed to appeal to the sophisticated audiences at the **Digital Experience** exhibit.

Lumix Station is Panasonic's latest commitment to provide one stop solution for the latest digital products.

Witness the world's first Cyberdome to be erected for an exhibition at the **System Solution** exhibit besides joining the security control room and broadcast studio simulation. Within all the simulations, strings of Panasonic products will be featured in actual operation and integration.

About Panasonic Malaysia Sdn Bhd

Panasonic Malaysia Sdn Bhd is a sales, service and marketing company for the Panasonic brand of electrical and electronic products ranging from audio visuals, home appliances, air conditioners, digital and video cameras, professional broadcasting equipment, business systems, telecommunications, health and beauty care to batteries and lightings. All Panasonic products are available through our authorized dealers nationwide. For more information on Panasonic brand and products, visit our website at www.panasonic.com.my or call our Customer Care Center at 03-5543 7600.

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