

For Immediate Release

**National Awards for Videos Produced by 10 – 15 years old Students
in Panasonic Kid Witness News**

Kuala Lumpur, 10 November 2009 – Producing a 5-minute video by students age 10 to 15 on how they see ‘the world through the eyes of kids’ on Ecology and Communication may not be as simple as it sounds but it is surely exciting.

69 videos were submitted by 64 schools nationwide and 31 videos were selected to enter the final. A total of 210 students and teachers from 29 finalist schools will congregate at the Golden Screen Cinema Berjaya Times Square from 9 till 10 November to see the screening of their videos and to vie for the Grand award and other special category awards at the KWN National Contest and Awards ceremony.

This event is hosted for the fifth year with the support from and collaboration with Ministry of Education. KWN is an annual global program that enables students between the ages of 10-15 years old to record their ideas with Panasonic sponsored video equipment. To date 1400 students from 220 schools nationwide have participated in the KWN Malaysia program.

Each entry is a five minutes video where students are required to prepare storyboard, write a script, direct, shoot and produce their own video in a team of six students and a teacher as facilitator on Environment or Communication as the themes for this year in the form of documentary, news, drama or public announcement.

“This is part of our devotion to the progress and development of society through our corporate social responsibility initiatives and as an extra-curricular activity for the schools with the focus on skills development, team work and creativity.” said Azizah Wahid, General Manager, Corporate Communications & Branding, Panasonic Malaysia

“Response from schools was overwhelming each year and the quality level of video productions too has greatly improved. There are many ways videos can help students build their essential skills. It not only reinforces the speaking, writing and organizational skills to communicate effectively, but it develop creativity and journalistic viewpoint on a variety of issues in the society which will draw attention of the mass media. It also encourages students to keep a high-level of interest in their projects. We encourage more schools to take part in the future.”

Panel of judges comprised of prominent figures from the film and media industry which were Othman Hafsham, renowned film director, Normah Nordin, artist and educational activist, Suraya Al-Attas, Editor Life & Times, New Straits Times, Md Rashid Ahmad, Head of Camera Unit, Media Prima, Aziz Hassan, Manager Documentary TV3, Jeffery Chua and Frances Tan, software consultant and from Panasonic Malaysia, Azizah Wahid, General Manager Corporate Communications and Branding.

For the awards ceremony nine awards will be presented comprising of three main awards for Grand Award, Runners Up, Second Runners Up and six special category awards for Scriptwriting, Editing, Sound, Anchor, Videography and Creativity. Prizes for these awards include Panasonic camera, trophy and certificate of participation.

Winner for this National contest will represent Malaysia for the Regional contest in Singapore in December and the video will enter the KWN Global contest to be held in 2010.

These schools started working on the video production project since July this year and completed in September. For this program, teachers and students were given a hands-on training on Panasonic products on the video production process by a panel of trainers from the film industry, education and media professionals.

“It was a tough and challenging decision to select the best video as most students had shown a high level of creativity in presenting their messages in their video productions. These students will be our new budding and talented future film producers that we hope will make the country proud”, said Othman Hafsham, renowned film producer.

“The entire video production from storyboard, script writing, video shooting, directing and editing was fun and a good learning experience for the students. They were exposed to handling digital products and get to experience many exciting roles from film director, cameraman, scriptwriting, music coordinator to anchorperson and others. Throughout the video production, they will see themselves as integral and contributing members of a team.”

Ms Olivia Lazaroo from Sekolah Menengah St Joseph Papar, Sabah also commented that “No amount of textbooks can replace their students’ invaluable experience and firsthand look at the issues in preparing their video clips”.

For this program, Panasonic Malaysia provides 70 video cameras, including accessories such as microphones, headphones and tripods. Manuals, teachers and students guidebooks are also provided to assist students and teachers in using the equipment to produce their video clips.

About Kid Witness News Program

Kid Witness News program started in 1989 when Panasonic North America provided schools with a range of video equipment. The program quickly spread to other countries including Europe, Canada, Middle East, Southeast Asia, Oceania and Japan. Currently 626 schools in 24 countries and region with more than 100,000 students participate in the program. KWN is designed to foster creativity and presentation skills among students. Supervising teachers cite further merits of the program such as a heightened awareness of the environment in the community as well as development of teamwork skills among participants.

The Panasonic companies are conducting businesses throughout the world, providing products and services under the slogan of "Panasonic ideas for life." Panasonic has been making efforts to become a company that is accepted by each community in which it is present, by contributing to economic development of each country. The company as a global enterprise has been also taking initiatives to promote mutual understanding in the international community and help to protect the global environment. For children's sound growth and mutual understanding of the people of the world, Panasonic believes in the continuation of the KWN program.

For more details of the KWN program please visit <http://panasonic.net/kwn> or www.kwnmalaysia.com.

For Panasonic's corporate citizenship activities, please go to <http://panasonic.net/citizenship>.

2009 Panasonic KWN Regional Contest Outline

Panasonic Asia Pacific will host the Panasonic KWN Regional Contest and Awards Ceremony on 9 December 2009 in Singapore. National winners from the Asia Oceania countries namely Singapore, Indonesia, Malaysia, Thailand, Vietnam, New Zealand and Australia will compete on a regional level.

2010 Panasonic KWN Global Contest Outline

Panasonic Corporation will host the Panasonic KWN Global Contest and Awards Ceremony in 2010. Regions of Asia, Oceania, Middle East, Canada and America will compete on an international level. Each country selects the national winner and submits its entry.

A panel of judges will have an initial selection of 6 finalists, with the nomination of one finalist's placement given to the host country. The final judging proceeds to determine a Grand Prix winner from these 6 finalists and the result will be announced in July 2010 during the Awards Ceremony.

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 Centre at 03-5543 7600.

For press members, download press release and photos at www.pmpressroom.com

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The 29 finalist schools competing in the KWN National Contest are:

1. Sekolah Menengah Kebangsaan Sri Kukup, Pontian, Johor
2. Maktab Sultan Abu Bakar Johor Bahru, Johor
3. Sekolah Menengah Kebangsaan Mergong Alor Star, Kedah
4. Sekolah Menengah Kebangsaan Air Merah, Kulim, Kedah
5. Sekolah Menengah Kebangsaan Ketereh, Kota Bahru, Kelantan
6. Sekolah Menengah Sains Tengku Muhammad Faris Petra, Kelantan
7. Sekolah Menengah Sains Selangor, Kuala Lumpur
8. Sekolah Menengah Puterijaya, Kuala Lumpur
9. Sekolah Kebangsaan Pekan Dua, Labuan
10. Sekolah Kebangsaan Convent Infant Jesus, Melaka
11. Sekolah Menengah Kebangsaan [C] Yok Bin, Melaka
12. Sekolah Menengah Kebangsaan King George V, Seremban, Negeri Sembilan
13. Sekolah Jenis Kebangsaan [C] Chung Hwa, Seremban, Negeri Sembilan
14. Sekolah Kebangsaan (P) Methodist, Kuantan, Pahang
15. Sekolah Menengah Kebangsaan Seri Panching, Kuantan, Pahang
16. Sekolah Kebangsaan St Thomas Kuantan, Pahang
17. Sekolah Assunta Convent, Kuantan, Pahang
18. Sekolah Menengah (J) Kebangsaan Chung Ling Butterworth, Pulau Pinang
19. Penang Chinese Girls High School, Pulau Pinang
20. Methodist Boys School Penang, Pulau Pinang
21. Sekolah Menengah (J) Kebangsaan Ave Maria Convent, Ipoh, Perak
22. Sekolah Menengah Kebangsaan Sg Manik, Teluk Intan, Perak
23. Sekolah Menengah Kebangsaan Syed Hassan, Kangar, Perlis
24. Sekolah Menengah Kebangsaan St Joseph, Papar, Sabah
25. Sekolah Menengah Kebangsaan Kuhara, Tawau, Sabah
26. Sekolah Menengah Kebangsaan Belaga, Sarawak
27. Sekolah Menengah Kebangsaan Damansara Jaya2, Selangor
28. Sekolah Menengah Kebangsaan USJ 13, Selangor
29. Sekolah Menengah Kebangsaan Tengku Mahmud, Besut Terengganu

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