

For Immediate Release

Panasonic LUMIX Star Search 2009 Grand Final

A New Star is Born for Panasonic

Kuala Lumpur, 3 October 2009 – After more than two months of intense competition, the final 12 contestants of the Panasonic LUMIX Star Search 2009 have finally been decided. The 12 finalists will take centre stage today at the Panasonic LUMIX Star Search 2009 Grand Final to determine which of the starlets will emerge victorious and represent the LUMIX brand in Malaysia.

“We are very happy to have received such an overwhelming response from the public for this inaugural search for the face of Panasonic LUMIX Star Search. The competition, which started in July, has attracted hundreds of entries. Forty quarter finalists were selected but based on auditions, 20 semi-finalists were chosen. The 12 finalists were then selected based on the results of the online public voting through the LUMIX club at www.facebook.com/mylumixclub” said Tony Endoh, Managing Director of Panasonic Malaysia.

The Panasonic LUMIX Star Search 2009 Grand Final features a stellar cast of judges – Taisu of Taisu & Team, Ms. Beatrice Looi, a famous local designer, Mr. Tony Endoh, Managing Director of Panasonic Malaysia; Mr. Simon Tan, Editor-in-Chief of Velocity Media and Ms. Joannabelle Ng, the reigning Ms. Malaysia / Universe 2009.

“The finalists will be judged on the following criteria – Poses, Expression, Runway Walk, Body Proportion and Speech Presentation. We hope to crown the lady who has the fun and vibrant personality that truly reflects what the LUMIX experience is all about,” added Tony Endoh.

The winner of the Panasonic LUMIX Star Search 2009 will win a one-year contract with Panasonic Malaysia, a LUMIX DMC-G1 Digital Interchangeable Lens Camera, RM 1,000.00 cash, RM 1,000.000 worth of e-vouchers from Panasonic Malaysia Direct, Cover shot and a six-pages editorial spread in T3 Malaysia as well as an overseas trip with Panasonic Malaysia and other attractive prizes. Total prizes on offer for this competition is worth more than RM 100,000.00.

In conjunction with the Grand Final, a photography contest will be held for the public and photographers to take part. Main prize for the contest is a LUMIX DMC-G1 Digital Interchangeable Lens Camera and RM1,000 worth of e-vouchers. LUMIX users will also be entitled to an additional of RM500.00 worth of e-vouchers, should they win.

Panasonic LUMIX Star Search 2009 is co-organized by Digital Camera Magazine, Imaging and Media Show (DCIM Show) and the main sponsors are Hair and Makeup by Taisu & Team; Couture by Beatrice Looi; Photography and Studio Partner by Velocity Studios.

About Digital Camera, Imaging and Media Show (DCIM Show)

DCIM Show is Malaysia's premier photography-and-imaging-based exhibition and exhibition specialist. Fresh from its success in organizing this year's most exciting photography exhibition, DCIM Show is on course to be one of the biggest photography and imaging exhibition in the region in 2010.

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.

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

Media Contact: Azizah Wahid
General Manager, Corporate Communications & Branding
Tel: 03 7809 7876 Fax: 03 7955 1857 Mobile: 019 217 2730
Email: azizah.wahid@my.panasonic.com

Simone Pan
Executive, Corporate Communications & Branding
Tel: 03 7809 7874 Fax: 03 7955 1857 Mobile: 012 6945966
Email: simone.pan@my.panasonic.com

LUMIX Star Search Top 12 Finalists Profiles

Felixia Yeap, 23

Hard to imagine but Felixia used to be a nerdy school prefect. She has written a vast number of poems since the age of 14. She also loves to collect lingerie and super high stilettos. This lass is also into auto racing!

Stephinie Tan, 24

An ex-flight attendant, Stephinie is now an emcee and part-time model. Her name, Stephinie, spelled with an 'i' instead of an 'a' was due to a mistake by the birth registrar. She's into body boarding and other outdoor sports.

Elaine Tang, 22

A college student pursuing her Diploma in Multimedia Design, Elaine is also an avid computer gamer. Growing up with a lot of boys in her household, it is not unthinkable that this lass holds no fear of insects and exotic animals. Elaine also breeds sugar gliders.

Lince Chong, 22

Lince is a part-time model. She loves to read and spends a lot of time browsing at book stores. She also loves travelling.

Shirley Yong, 17

Only 17 this year, Shirley is the youngest contestant of the Panasonic LUMIX Star Search 2009. She loves watching movies. She will be sitting for her SPM exams later this year.

Lai Yee Yee, 17

Another one of the babies of this competition, Yee Yee, loves to sing and dance. She also loves to have her photos taken. Apart from these, Yee Yee also collects Hello Kitty.

Eva Loke, 20

Eva is a student pursuing Mass Communications at a local college. Eva is able to play the Chinese yo-yo, considered to be a rare talent nowadays.

Frances Mak, 19

Currently pursuing her degree in Accounting and Finance, Frances loves to sing; the karaoke being one of her favourite pastime. She once spent seven straight hours at the karaoke!

Crystel Eve, 21

The contestant with the longest name in the competition, her full name bears 34 alphabets! Crystal Eve Huminodun William Majinbon. This lass from Sabah loves watching horror movies!

Kimberley Hiu, 23

A degree holder in Commerce, Finance and Marketing, Kimberley is an outdoor person with swimming being one of her many interests. She is also into arts and craft, playing tennis and baking.

Giselle Chia, 22

Giselle is a fresh graduate. Her one true passion in life is collecting shoes. Her personal collection, at the last count, stands at more than 200 hundred pairs!

Eleen Yong, 23

The tallest contestant in the competition at 178cm, Eleen holds a Degree in Accounting. She loves playing volleyball and the piano. This multi-talented lass also harbours ambition of succeeding in the modelling industry.

###

###