

For immediate release

One Stop Solution at Lumix Station

Panasonic Malaysia opens Lumix Station in Plaza Low Yat

Kuala Lumpur, 18 May 2010 – Panasonic Malaysia Sdn Bhd announces the opening of the 14th Lumix Station in Plaza Low Yat today.

Lumix Station is a project carried out by Panasonic Malaysia to provide a one stop centre and solution for all Panasonic digital products to the consumers. At this station consumers can get products like Lumix cameras, Camcorders, Viera, Blu-ray and home theater systems all displayed in a way that consumers can easily touch, feel and try them.

They can also get accessories like lenses, filters, batteries, flashes and memory cards to help enhance their photography experience. The station also provides a complete printing solution where they can even print out their favorite pictures on the spot.

“The opening of our Lumix Station under Messrs Amara Beta Sdn Bhd in this high traffic area for IT gadgets at Plaza Low Yat is appropriate and timely for us. This station will carry the latest digital products and provides a one stop solution for consumers to satisfy their digital needs”, said Jeff Lee, Managing Director of Panasonic Malaysia Sdn Bhd.

“We want to further strengthen our market share and enhance our presence in the market with the development of Lumix Station.”

Todate, Panasonic has launched 13 Lumix Stations nationwide, 10 in West Malaysia and 3 in East Malaysia. With the opening at Low Yat Plaza Kuala Lumpur today there are 14 Lumix Stations. The ultimate target for Panasonic is 50 outlets by 2011. The first Lumix Station was open in Ipoh, Perak.

“We are targeting to open Lumix Station at famous and popular high traffic shopping malls at major towns throughout the country so that more and more consumers are able to experience our latest digital products. To attract consumers to our Lumix Stations, activities like workshops, exclusive merchandise offerings and extended warranty for products purchased in Lumix Stations will be carried out. With this approach, we hope we can get closer to our consumers,” added Jeff Lee.

In Peninsular Malaysia, Lumix Stations are located in Ipoh, Penang, Kedah, Kota Bharu, Kuantan, Klang, Kuala Lumpur, Melaka and Kuala Lumpur International Airport. In East Malaysia, Lumix Stations are located in Kota Kinabalu, Kuching and Sibul.

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.

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