

For Immediate Release

Panasonic leads the way with eco ideas through “Mottainai” concept...

Showcasing Panasonic's environmental initiatives and environmental friendly products to help save energy, money and the environment at the Eco exhibition themed 'Power of Innovation' at Mid Valley Exhibition Centre

Kuala Lumpur, 1 October, 2009 - Panasonic, the leading brand by which Panasonic Malaysia Sdn Bhd is known, continues to lead the way with eco ideas initiatives by engaging the public on how to save energy, money and the environment for a greener living at our eco ideas exhibition with the theme 'Power of Innovation' at Mid Valley Exhibition Centre from October 2 to 4.

Visitors will be presented with various interactive and engaging eco activities, Panasonic's eco-friendly products and innovations that save energy and water, product demonstrations ranging from home appliances to audio visual, business systems simulation and integration, cooking demonstration by celebrity chef Amy Beh, beauty tips and demonstrations and many more.

To establish Panasonic as an 'eco brand', this year Panasonic eco ideas incorporates 'Mottainai' concept an initiative aimed at teaching and guiding the public to use the resources properly through 3R, reduce, reuse and recycle.

“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 useful such as food and time is wasted. Mottainai also refers to a situation when something of value is wasted or used without careful consideration or a sense of regret concerning waste when an object or resource is not properly utilized.

“We use Mottainai concept which is also an eco-friendly word to create better understanding and concern for our resources and the environment to the public for all ages young and old”. This concept shows simple basic approach on 3R that we can apply in our everyday lives.” said Tony Endoh, Managing Director of Panasonic Malaysia Sdn Bhd.

“We hope we can effectively communicate and share this concept to the public through the many channels that we have created such as web portal, CSR activities, advertising campaign and exhibition.”

Mottainai web portal was launched on 15 September. The first Mottainai CSR pilot project was conducted for 40 pre-school kids age 5 and 6 from Beacon House Subang Jaya on 8 September followed by Mottainai advertising campaign starting 1 October for one month.

Tony Endoh said that: “We want to establish Panasonic as an eco brand. This is the 2nd year we hosted an eco ideas exhibition on our eco initiatives but this year we leverage it further through Mottainai concept of 3R that can be easily associated with our daily lives”.

“We hope to draw a big crowd into the “Mottainai” World exhibition today so that our efforts and initiatives to educate the public can be fulfilled. With this commitment, Panasonic Malaysia is leading the way through eco ideas and Mottainai to share with and inform Malaysian consumers at the exhibition. We know that if consumers will take time to visit our exhibition they will take away some valuable new ‘eco ideas’ from there.

Panasonic, under the theme of “eco ideas” and “Mottainai”, will offer creative solutions for consumers and demonstrate how its stylish and environmentally-friendly designed products, supported by technological excellence allows consumers to enjoy their daily lives while being mindful of the environment in which they live,” added Tony Endoh.

“To achieve the ultimate goal of enhancing our brand and products by emotionally engaging consumers, Panasonic is taking a bold step in leading the way with “Mottainai” approaches in product development and marketing strategy.”

“We are seeing a shift in consumer trend to energy-saving products from normal products. Panasonic’s sales from eco-friendly products increased tremendously last year to over 30% from 13% previously,” said Cheng Chee Chung, Associate Director for Consumer Product Marketing of Panasonic Malaysia.

“Panasonic products are enjoying good sales. From April to September 2009, the company saw an increase of 5% in sales of home appliances compared to last year. With the introduction and awareness of eco products through this exhibition, we expect to see another positive growth of at least 10% from now until financial year ending March 2010 with market share of 30%, maintaining absolute number one position in the market.”

“For audio visual products, Panasonic is confident of achieving a sales growth of 20%. To date, we have already achieved 22% market share in total Flat Panel Display, making us the No.1 position in flat panel TV segment since April 2009. With our concerted efforts we are well on the way to achieve our 1.7 billion sales targets for financial year 2009,” explained Cheng Chee Chung.

Panasonic’s wide ranging products from home appliances, audio visuals, digital imaging, professional broadcasting, business systems to beauty care, battery and lightings are ever evolving based on reliability and technological excellence.

At the exhibition, eight new products will be introduced namely; Big Capacity Inverter Refrigerator, Top Load Inverter Washing Machine, Bidet, Evolta Battery, Spiral Light Capsule, Alkaline Ionizer, Dish Dryer and Air Purifiers.

With this new approach of Mottainai, the exhibition is designed with style and is interactive. Visitors will experience a fascinating journey through an ideal wide-ranging setting of six dedicated areas namely; *Mottainai World*, *‘Eco Ideas’ Experience Exhibit*, *Home Appliances Exhibit*, *Audio Visual Exhibits*, *Digital Imaging and Business Systems Solutions Exhibits*.

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

Visitors can explore and learn about conserving earth's valuable resources through interesting games and to know the meaning of Mottainai with Mottainai Grandma.

The ***Eco Ideas Experience*** invites visitors to feel, think, know and do by making them aware, understand and take action on current environmental issues. It also shares and showcases Panasonic's efforts in protecting planet earth through its eco technologies and products and eco activities globally. The public can also do their part for the environment by placing their pledge for a greener world at the Eco Ideas Experience exhibit area.

One of the highlights at the ***Eco Ideas Experience*** exhibit will be the 5 star energy efficient products introduced to seek and raise consumers' understanding of Panasonic's efforts and achievements in these eco energy efficient products and technologies ranging from **light bulbs** that can save **80% energy**, inverter technology **air conditioner** that can save **50% energy**, the new intelligent inverter **washing machine** that can save **20% energy** and the advanced intelligent inverter **refrigerator** that can save **40% energy**.

The ***Home Appliances*** exhibit area will also showcase a wide ranging trend setting products such as washing machines, refrigerators, air conditioners, home appliances, small kitchen appliances, irons, air purifiers, alkaline ionizer, dish dryer, beauty care, batteries and lighting designed to create a delightful and perfect emotional comfort at this area.

While in the ***Audio Visual Solutions*** exhibit, there will be a showcase of plasma TVs, Blu-ray disc players and home theatre system all connected through the industry-leading SD Link networking service designed to appeal to the discerning audiences.

Lumix Station in ***Digital Imaging*** exhibit is Panasonic's latest commitment to provide one stop solution for the latest digital products.

Witness the world's first Cyberdome erected at this exhibition at the **Business Systems Solutions** exhibit area besides joining the security control room and broadcast studio simulation. Within all the simulations, a full range of other business solutions products will be featured in actual operation and integration.

There would be a lot of freebies give-aways and photo opportunities with "Mottainai Grandma" not to be missed. Participate in "Mottainai" interactive games to win "Mottainai" merchandises like T-shirts, jumbo clips, handy fans and eco bags as one of Panasonic's efforts to promote eco lifestyle and awareness to the public.

This three-day event is expected to draw on more than 30,000 visitors. It is open to the public from Friday, 2 Oct till Sunday, 4 Oct from 10am till 9.30pm and entrance is free. Be among the first 2000 visitors to complete our questionnaire correctly and get a RM20 Panasonic e-voucher.

About Panasonic eco ideas

Panasonic believes in promoting eco ideas internally to the staff first before promoting it externally to the public. To date it has successfully adopted a series of activities from no overtime day by leaving the office at 5pm sharp on every 2nd and 3rd Friday of the month to save energy by switching off aircond and lights, no drive out for lunch day to save petrol and reduce carbon footprints on every 15th of the month to recycle and office cleaning day on every last working day of the month to promote and maintain a clean and healthy work environment and work culture.

Globally, this eco ideas initiative is for Panasonic to share its effort in protecting planet earth through advanced technologies and eco activities.

Hence, this 'eco ideas' exhibition is part of the eco relay activity, a group-wide ecology campaign where various environmental activities will be conducted by 342 Panasonic companies in 39 countries globally. This year it started in Singapore followed by Malaysia, Dubai and other countries.

As a company that bases its management philosophy on contribution to society, and corporate vision of coexistence with the global environment Panasonic is globally promoting its environmental sustainability management through Green Plan 2010 which is based on an 'eco ideas' strategy and action plan which was announced by Panasonic Corporation President, Mr Fumio Ohtsubo in view of the accelerating anti-global warming initiatives by international communities and societies.

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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