

For Immediate Release

Eco Kids Go For Green at FRIM

PAVCKM's concern for environmental protection and sustainability

Kepong, 31 July 2010 – Panasonic AVC Networks Kuala Lumpur Malaysia Sdn. Bhd. (PAVCKM) is working on environmental activities and this time, one hundred and forty employees including their children are working on forest protection and community greening through Kids-Going-Green program at Forest Research Institute of Malaysia in Kepong.

This program is an on-going effort by PAVCKM for the environment. Last year, a total of fifty trees were planted at FRIM's Botanical Garden. This year 115 young trees will be distributed to PAVCKM's employees and their children to plant at home. In addition, a briefing and hands-on session on making compost using dry leaves from the forest trees will be conducted for participants to understand the importance of recycling and the use of compost as fertilizer for healthier plant and tree growth.

The Panasonic group of companies strives to be a Green Innovation Company with a global perspective by promoting environmental activities defined by "eco ideas" with Green Life Innovation and Green Business Innovation. The company is resolute in promoting environmental activities in order to contribute to coexistence with the global environment.

To act as environmentally conscious citizens not only at work places but also at home and in local communities, each and every one of Panasonic employees embrace eco activities as part of its work culture.

About Panasonic AVC Networks Kuala Lumpur Malaysia Sdn Bhd (PAVCKM)

Panasonic AVC Networks Kuala Lumpur Malaysia Sdn Bhd (PAVCKM) is a manufacturer of Panasonic LCD TV.

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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