

For immediate release

“Kempen Panasonic dan Giant Pilihan Rakyat Malaysia”
***A joint effort between Panasonic Malaysia & Giant Malaysia to encourage
Malaysians to support local goods for a good cause***

Putra Heights, 14 August 2009 – Panasonic Malaysia Sdn Bhd and GCH Retail Malaysia Sdn Bhd (better known as Giant Malaysia) initiated the ‘Kempen Panasonic dan Giant Pilihan Rakyat Malaysia’ [*Panasonic and Giant – Malaysian’s Choice Campaign*] to promote Panasonic products that are manufactured locally and exclusively for Giant for a good cause. The campaign is officiated by Yang Berhormat Dato’ Tan Lian Hoe, Deputy Minister of Domestic Trade, Cooperative and Consumerism at Giant Hypermarket, Putra Heights today.

Panasonic’s range of products that are produced locally at Panasonic Manufacturing Malaysia Berhad (PMMA) based in Shah Alam manufactured more than twenty products that includes blender, dry iron, stand fan, wall fan, food processor, jar rice cooker and many more. In conjunction with this campaign, PMMA factory has manufactured two new models exclusively for Giant Hypermarkets namely, the Blender MX-337-D and the Dry Iron NI-317T-D.

Jeff Lee, Executive Director of Panasonic Malaysia Sdn Bhd said that: “These two models are only available at Giant hypermarkets. We choose to partner with Giant as they are one of the leading hypermarkets in Malaysia which focus on promoting local goods. Giant also offers a variety of goods and services all conveniently under one roof and they are consistently meeting the demands of current generation for quality and convenience. For this campaign, consumers can purchase these two exclusive items at special prices of RM79.99 for the blender and RM46.99 for the dry iron.”

Jeff Lee also added that: “Through this campaign, Panasonic Malaysia and Giant Malaysia would also like to enrich the lives of the less fortunate people. We hope to encourage Malaysians to support the underprivileged community. Therefore, for every purchase of the exclusive items at all Giant Hypermarkets from today until end-October 2009, RM1.00 will be channeled to fund the Spastic Children's Association of Selangor & Federal Territory (SCAS & FT) as sole beneficiary of this campaign for their daily necessities, facilities and electrical items.”

“The time has come for Malaysians not only to support local goods but also to do it for a good cause in a small way, especially in the current global economic downturn. Malaysians need to change their spending habits and give priority to local products as an initiative to revive the local economy and to help reduce the outward flow of Malaysian currency,” said Jeff Lee

“Encouraging Malaysians to buy local goods is a good way to boost domestic spending and reduce dependency on imported goods. Panasonic although is a global brand, its products are mostly manufactured in Malaysia and reflecting on Panasonic’s global slogan ‘Ideas for Life’, we are constantly providing superior yet affordable products as an effort to enrich every Malaysian lifestyles.”

In conjunction with this campaign, consumers are also entitled to participate in the current Rank & Win contest for the Kaya Raya Celebration which offers RM500,000 cash as the grand prize. Every purchase of RM1,000 of Panasonic products entitles to an entry. The contest closes on 25 September 2009.

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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