

For Immediate Release

Panasonic Malaysia bags 3 Gold Awards at Reader's Digest Trusted Brands Awards 2011

Kuala Lumpur, 01 June 2011 – The annual Reader's Digest Trusted Brands Awards saw Panasonic Malaysia win three Gold Awards this year in the Air-Conditioner, Refrigerator and LCD/Plasma TV categories; giving Panasonic Malaysia a winning streak in these categories for 11 consecutive years since 2001.

"I believe these Awards are a reflection of the Malaysian consumers' trust in the Panasonic brand, which is built upon a longstanding legacy of quality and reliability in all our products. I am glad to receive these awards, as they reflect not only the public's confidence in Panasonic, but also the value and features of our products which have helped shape that confidence," said Jeff Lee, Managing Director of Panasonic Malaysia.

"Achieving the Trusted Brand status is a genuine recognition of consumer's approval. Being a Trusted Brand means a brand is truly top-of-mind among consumers when it comes to trustworthiness and reliability. The recognition by consumers gives us inspiration to continue offering quality products to our consumers and that is a key factor which has contributed to our outstanding performance."

According to Reader's Digest, the Trusted Brands proprietary research study is recognized as one of the most representative and objective branding surveys in the region. Now in its 13th year, the survey is carried out in eight markets across Asia (China, Malaysia, Hong Kong, India, Philippines, Singapore, Taiwan, and Thailand) to determine the brands most trusted by consumers in 43 different products and service categories. This Asian survey is part of a broader initiative by Reader's Digest, which conducts Trusted Brands surveys in 28 markets around the world.

The findings reflect affluent adult consumers' most preferred brands among the thousands available in the market.

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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