

For Immediate Release

On a Hunt for Electrical Goodies

Selangor and Wilayah Persekutuan (KL) Electrical Home Appliances Dealers' Association (SWEDA) sends dealers and suppliers on a Treasure Hunt over the weekend.

Kuala Lumpur, 4 June 2011 – The Selangor and Wilayah Persekutuan (KL) Electrical Home Appliances Dealers' Association organized the annual SWEDA Treasure Hunt, which kicked off today at Taman Melawati in Kuala Lumpur and concludes tomorrow at the Corus Hotel, Port Dickson.

More than 200 participants are taking part in this year's SWEDA Treasure Hunt, mainly comprising of business owners and suppliers from the Klang Valley. Sponsored by Panasonic Malaysia Sdn Bhd, participants stand a chance to win exciting products such as Panasonic home theatre systems and fridges, rice cookers and other home appliances.

Flagging off the treasure hunt was Jeff Lee, Managing Director of Panasonic Malaysia. "This is one of the rare occasions where dealers of all brands in Selangor and the Federal Territory can meet and strengthen ties through friendly competition at this treasure hunt, setting aside the usual market competition and business values over the weekend," said Jeff Lee.

"Panasonic Malaysia has always been a strong supporter of this annual event, and we are glad to be a part of this activity which fosters goodwill, friendship and health competition among all stakeholders in the industry," he added.

The SWEDA Treasure Hunt is in its 16th consecutive year, with Panasonic Malaysia as the main sponsor since the start of this event in 1995.

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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Media Contact:

Azizah Wahid

General Manager, Corporate Communications & Branding

Tel: 03 7809 7855 Fax: 03 7955 1857 Mobile: 019 217 2730

Email: azizah.wahid@my.panasonic.com

Ashleigh Hong

Executive, Corporate Communications & Branding

Tel: 03 7809 7874 Fax: 03 7955 1857 Mobile: 012 526 0265

Email: ashleigh.hong@my.panasonic.com

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