

For Immediate Release

Panasonic LUMIX Star Search 2009 Enters Its Final Leg

The race is on to make it to the final 12!

Kuala Lumpur, 11 September 2009 – The search for a fun, hip and cool person who has the looks and talent to be the embodiment of what Panasonic LUMIX stands for has entered its final leg before the Grand Final.

After a short listing process from a pool of hundreds of entries, Panasonic Malaysia today announced the 20 semi-finalists of the LUMIX Star Search 2009.

“We are very happy to have received such an overwhelming response from the public for this inaugural search for the face of Panasonic LUMIX Star Search. We have an exciting mix of contestants, some as young as 17-years old but showing tremendous potential to make it in the modeling industry. From students to working executives, the fun and vibrant personalities of the contestants truly reflect what the LUMIX experience is all about,” said Tony Endoh, Managing Director of Panasonic Malaysia.

“Now the public can get a chance to vote online for their 12 favourite finalists through the LUMIX club at (www.facebook.com/mylumixclub) and get to win Panasonic e-vouchers worth more than RM 10,000”.

“Online voting will start from 12 to 22 Sept 2009 and the first person to guess the top three winners correctly will win RM1,000 worth of e-vouchers.”

The grand final for the Panasonic LUMIX Star Search 2009 is scheduled to be held on 3 October 2009 at the Mid Valley Exhibition Center. In conjunction with the Grand Final, a photography contest will be held for the public and photographers to take part. Main prize for the contest is a LUMIX DMC-G1 and RM1,000 worth of e-vouchers.

LUMIX users will also be entitled to an additional of RM500.00 worth of e-vouchers, should they win.

Public and photographers are invited to be early to pick a good shooting spot at the Mid Valley Exhibition Center for the Grand Final. Shoot and submit the best photographs of the finalists and win.

For contest requirements and details on the LUMIX Star Search, log on to www.panasonic.com.my/lumixstar

The profiles and pictures of the 20 semi-finalists can be viewed at www.facebook.com/mylumixclub or www.panasonic.com.my/lumixstar

Panasonic LUMIX Star Search 2009 is co-organized by Digital Camera Magazine, Imaging and Media Show (DCIM Show) and the main sponsors are Hair and Makeup by Taisu & Team; Couture by Beatrice Looi; Photography and Studio Partner by Velocity Studios.

About Digital Camera, Imaging and Media Show (DCIM Show)

DCIM Show is Malaysia's premier photography-and-imaging-based exhibition and exhibition specialist. Fresh from its success in organizing this year's most exciting photography exhibition, DCIM Show is on course to be one of the biggest photography and imaging exhibition in the region in 2010.

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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