

For Immediate Release

**Panasonic Brings World's Largest 150-inch Plasma and
Ultra Slim 8.8 mm 50-inch Neo Plasma to Revolution 09 Roadshow**

*Visitors to experience revolutionary plasma technologies and special deals on
Panasonic products at Panasonic Revolution 09 Roadshow*

Petaling Jaya, 26 March 2009 – Panasonic Malaysia Sdn Bhd showcases its latest audio and visual technologies and products in conjunction with the Viera Launch and Panasonic Revolution 09 Roadshow from Wednesday, 25 March through Sunday, 29 March in Sunway Pyramid Shopping Centre and it is open to public from 10 am till 10 pm.

“The world’s largest 150-inch plasma and the ultra slim 8.8mm 50-inch Neo Plasma together with a super high-efficiency 42-inch Neo Plasma with triple luminance efficiency will be the main attraction and highlight for visitors to see and witness for the first time in Malaysia”, said Tony Endoh, Managing Director of Panasonic Malaysia.

He also added that, “In conjunction with this Revolution 09 Roadshow, consumers can look forward to buy a 42-inch plasma at a special price RM3999 and get a free Panasonic Rack Theatre* (selling price is RM1999). Other offers include, buy any Lumix camera models and get a Nike free gift item, cash vouchers for LCD TV purchases, and free gifts for purchases on home appliances items.”

Endoh also hoped that “This roadshow will give some excitement in the market and invite visitors not only to visit the roadshow but to take part in the activities that are lined-up for the event and encourage consumers to buy especially value for money items to spur up the economy in a small way”.

This road show is divided into 3 areas namely Pyramid Concourse (Lower Ground Level 1), Blue Concourse (Lower Ground Level 2) and Orange Concourse (Lower Ground Level 2) with different activities and attractions taking place at each individual concourse.

Pyramid Concourse (Lower Ground 1)

The main attraction here is the 150-inch plasma and 42-inch Neo plasma. Other activities include count the twin tower contest and win prizes ranging from latest VIERA plasma to LUMIX digital cameras.

Blue Concourse (Lower Ground 2)

At the Blue Concourse, Panasonic displays Home Appliances and Health & Beauty products including free makeover and photo shoot for customers with purchase of any Health and Beauty products. Product and cooking demonstrations will also be conducted with premium items as prizes for quizzes.

Orange Concourse (Lower Ground 2)

The Orange Concourse highlights LUMIX camera, SD Camcorder and SD Link with main activities such as Reptile Charmer, Cash Chamber where customers can grab as much cash in a chamber with every RM500 spending; Lumix photography testing, Dance performance and enjoy Nintendo games and PS3 with Panasonic’s 42-inch plasma.

Following the success of last year's Viera caravan roadshows, this year Panasonic will continue to promote three types of caravans, one each for the city, rural and East Malaysia areas.

The city caravan with the theme '*Digital, Home Entertainment Roadshow*' will be launched at Sunway Pyramid Shopping Centre and will move to major cities while the rural caravan which carries the theme '*World of Full High Definition Roadshow*' will travel to rural areas in Peninsular Malaysia. The caravan for East Malaysia carries the theme '*World of High Definition Roadshow*'. All caravan roadshows will start from April until 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.

For photos and press releases, please download from www.pmpressroom.com

Media Contact:

Azizah Wahid

Assistant General Manager, Corporate Communications & Branding

Tel: 03 7809 7876 Mobile: 019 217 2730

Email: azizah.wahid@my.panasonic.com

###