

For Immediate Release

**Panasonic Introduces Revolutionary G, S and X
Plasma and LCD Series**

No Viera No Life

Petaling Jaya, 26 March 2009 – Panasonic Malaysia unveils exciting new line-up for 2009 Viera plasma and LCD TV models in three series – G, S, and X with screen sizes from 32 to 50 inches that will meet the needs of a wide range of consumers, home and business, offering high quality image functions that will excite film fans plus networking functions that will definitely delight entertainment seekers.

According to Tony Endoh, Managing Director of Panasonic Malaysia, “This year’s Viera plasma and LCD models have evolved further on the technology, picture quality, with higher efficiency and thinner in dimensions than the previous models, smart networking and environmental performance.”

“We aim to offer more to the consumers, to expand further the usage of Viera making it as a centre of your life, not just as a TV but a tool that you can enjoy with your family and friends like sharing personal pictures, home videos or even favourite movies and games with our easy to use SD Card link.”

Endoh also added that, “The core technology for this year’s models is NeoPDP technology that is designed to achieve next-generation levels of efficiency and picture quality in three key areas like a new cell structure, new materials and processes, and a new drive.”

“In addition to that our LCD models are using the IPS Alpha panel with large aperture ratio that provide clearer moving pictures, high contrast and wide colour viewing angle.”

“In conjunction with this launch, we are also having a 5-day ‘Panasonic Revolution 09 Roadshow from 25 until 29 March at Sunway Pyramid Shopping Centre showcasing 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 as the main attraction and highlight for visitors to see and witness for the first time in Malaysia.”

“We are displaying many products from home appliances, health and beauty items, to LUMIX cameras and SD Camcorders. We hope that this roadshow can give some excitement in the market and invite visitors not only to visit the roadshow but to take part in the activities and to encourage consumers to purchase products at promotional rates to help spur the economy in a small way.

“In addition to this we are also promoting three types of Viera Caravan Roadshows namely City, Rural and East Malaysia Caravan. The City Caravan carries 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.”

According to Liew Choon Wah, Assistant General Manager AV Marketing, “NO VIERA NO LIFE” consumer campaign will be launched to promote the new series of Viera this year.

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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