

**For immediate release**

## **One Stop Solution at Lumix Station**

*Panasonic Malaysia opens first Lumix Station in East Malaysia*

**Sibu, 28 October 2009** – Panasonic, the leading brand by which Panasonic Malaysia Sdn Bhd is known, announces the grand opening of the first Lumix station in East Malaysia at Kiong Huo Electrical store in Wisma Sanyan today.

Lumix Station is the latest project carried out by Panasonic Malaysia to provide a one stop solution for all Panasonic digital products to the consumers. At this station consumers can get products like Lumix cameras, Camcorders, Viera, Blu-ray and home theater systems all displayed in a way that consumers can easily touch, feel and try them.

They can also get digital imaging accessories like lenses, filters, batteries, flashes and memory cards to help enhance their photography experience. The station also provides a complete printing solution where they can even print out their favorite pictures on the spot.

“This is the first Lumix Station in East Malaysia. It will carry the latest digital products and provides a one stop solution for consumers to satisfy their digital needs”, said Jeff Lee, Executive Director of Panasonic Malaysia Sdn Bhd.

Panasonic is targeting to open around 20 outlets before end of March 2010. The ultimate target for Panasonic is 50 outlets throughout Malaysia.

“We are targeting to open Lumix Station at famous and popular high traffic shopping malls at major towns throughout the country so that more and more consumers are able to experience our latest digital products. To attract consumers to our Lumix Station, activities like workshops, exclusive merchandise offerings and extended warranty for products purchased in Lumix Station will be carried out. With this approach, we hope we can get closer to our consumers,” added Jeff Lee.

Panasonic Malaysia would like to further strengthen its market share and its presence in the market with the development of Lumix Station. In Peninsular Malaysia, Lumix Stations are located in Ipoh, Penang and Kuala Lumpur International Airport.

**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](http://www.panasonic.com.my) or call our Customer Care Centre at 03-5543 7600.

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