

For Immediate Release

Panasonic LUMIX Star Search 2009

The Hunt is on for the Face of LUMIX!

Putrajaya, 29 July 2009 – The search is on for a fun, hip and cool person who has the looks and talent to be the embodiment of what Panasonic LUMIX stands for.

As a leading technologically innovative and top-line camera brand, Panasonic LUMIX is on the lookout for the FIRST Lumix Star in Malaysia to be the face of the brand.

The Panasonic LUMIX Star Search 2009 is co-organized by Digital Camera, Imaging and Media Show (DCIM Show).

“We are very excited to launch this campaign – the Panasonic LUMIX Star Search 2009. The search will offer the opportunity for contestants to show off their talents and the chance to be the face of the LUMIX brand!” says Mr. Jeff Lee, Executive Director of Panasonic Malaysia.

Lee also added: “We are also pleased to announce the LUMIX Club on Facebook (www.facebook.com/mylumixclub). We hope to use this social online networking platform to attract more people to join the various contest and activities that we have planned and also to help create awareness of Lumix’s capabilities in digital imaging.”

The search offers total prizes worth more than **RM 100,000.00**, a one-year contract with Panasonic LUMIX and a cover photo-shoot with T3 - Malaysia’s premier gadget magazine

For aspiring contestants, the online recruitment campaign is from 29 July to 16 Aug 2009. Contestants will be shortlisted to 20 finalists by 26 Aug 2009.

Online voting in Lumix club (www.facebook.com/mylumixclub) will start from 12 to 22 Sept 2009 to select the 12 finalists.

The Panasonic LUMIX Star Search 2009 Grand Final is scheduled to be held on 3 October 2009 at the Mid Valley Exhibition Center.

The search gets more exciting and rewarding as there will also be a chance for photographers and the public to win some great prizes too.

In conjunction with the Panasonic LUMIX Star Search, a photography contest will be held with a Digital Interchangeable Lens Camera G1 as the main prize for the LUMIX Best Shot Contest.

The contest is open to the public – all they have to do is to be at the Grand Final at the Mid Valley Exhibition Center, be early to pick a good shooting spot, shoot and submit the best photographs of the finalists to win.

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

The co-organizer and main sponsors for the Panasonic LUMIX Star Search 2009 are:
Co-organizer by DCIM Show; 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 03-03-5543 7600

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