

**For Immediate Release**

**Panasonic Debuts New EVOLTA Rechargeable Battery & Charger Kit**

*'Eco Ideas' with rechargeable time up to 1600 times*

**Kuala Lumpur, 12 January 2012** – Panasonic Malaysia Sdn Bhd, a market leader in electrical and electronic products is launching the full range of EVOLTA Rechargeable batteries that are ready to use, available in AA and AAA that can be recharged 1600 times. These batteries are also equipped with Charger Kits for both battery sizes offering charging time from 2, 8 to 10 hours charging.

This new lineup is challenging to become the market leader in long lasting rechargeable batteries that are suitable for a wide variety of equipment including latest technology gadgets.

“Rechargeable battery is an ideal product to preserve the environment and in line with Panasonic Eco Ideas philosophy,” said Jeff Lee, Managing Director of Panasonic Malaysia. He added that, “In Malaysia, our total market share for both Manganese, Alkaline and Rechargeable batteries are hovering at 30%. With this launch we hope to achieve a growth of 20% annually.”

“The EVOLTA Rechargeable batteries and charger kit are Panasonic’s response to evolutions in battery-powered products and consumer demand. By continuously bringing these eco conscious products to the market, the company is making the everyday lives of people across the world more comfortable and convenient.”

“The current market demand is for long lifespan batteries. Nevertheless, quite a lot of consumers still rely on the alkaline batteries for power, our EVOLTA Rechargeable batteries are proven to surpass the exacting demand of long lasting battery power as demonstrated in the recent Panasonic's "EVOLTA" run, swim and bike robots, during a news conference in Tokyo on 15 September 2011.”

“These three types of “EVOLTA” robots, powered by three AA-size rechargeable EVOLTA batteries had challenged and completed an Ironman triathlon course in Hawaii, a total of about 230 km, within one week or 168 hours from 24 October 2011. This challenge has significantly proved the long lasting lifespan of EVOLTA rechargeable batteries.”

As the name EVOLTA suggests, deriving from “evolution” and “voltage,” these batteries represent the growth and great power of Panasonic’s battery technology in battery structure, materials and manufacturing process.

Pricing for the EVOLTA Rechargeable series are as follows:

### **Rechargeable Batteries**

Models	Size	Capacity	Cycle Time	Pc/Pack	ASP (RM)/Per Pack
HHR-3MVT/2B	AA	2050mAh	1600	2	35.90
HHR-4MVT/2B	AAA	800mAh	1600	2	35.90
HHR-3LVT/2B	AA	1000mAh	1500	2	19.90

### **Charger Kit**

Models	Charging Time	Battery Model	No. of Battery	ASP (RM)/Per Unit
BQ-CC09	2 hours	HHR-3MVT	4	149.90
BQ-CC03	8 hours	HHR-3MVT	4	99.90
BQ-CC06	10 hours	HHR-3LVT	2	49.90

### **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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