

For Immediate Release

Panasonic New Air Purifier

Breathe in clean and healthier air

Kuala Lumpur, 1 October 2009 – Panasonic Malaysia launches a total of three new air purifiers. Air quality has been deteriorating day by day; we can no longer breathe clean and fresh air. With the current unpredictable weather, influenza infections and poor air quality, air conditions have become worse. We are unable to enjoy breathing the healthy air even at home.

Poor air circulation, air borne dust particles, viruses, bacteria, pet dander and allergens that cannot be seen with our naked eyes can affect people's health, especially the elderly, children, expectant mother and those people with underlying health and breathing problems. All these micro particles will remain in the room due to poor ventilation and it may affect our health and cause headache, asthma, sinus, lung infections and many others.

Panasonic introduces the air purifier model F-PXC50A and F-PJD35 with [nanoe] technology that can effectively inhibit bacteria and deodorize. With [nanoe] technology, the released [nanoe] that is being wrapped in water molecules, can last longer and retain its effectiveness to inhibit bacteria even after moving long distances. In addition, the microscopic size of [nanoe] can effectively penetrate into the fabrics thoroughly to inhibit viruses, bacteria, corps mite, allergens etc, as well as to deodorize the unfavorable odor.

Usually, babies like to crawl and play on the floor. However, there are various type of pollutants that exist between the ceiling and floor. Even if the floor is clean, the pollutants still exist, especially 30cm above the floor. Thus, the children may play in hazardous conditions.

In the F-PXC50A, the 3D Circulation Airflow technology, effectively detects the pollutants, produce [nanoe] to inhibit the allergens, and the pollutants will be sucked by side suction or collected at base duct. This can improve the air quality in the room efficiently and effectively.

In addition, the air filter with Super Allergu Buster, Green Tea “Catechin” and Anti-Bacteria Enzyme, all help to inhibit up to 99% of allergens, bacteria and viruses. Also, the Super Nanotechnology Deodorizing filter can effectively remove the odors such as cigarette smoke, cooking smell, pet odors and incense.

The Panasonic air purifiers help to monitor your indoor air quality ensure a cleaner and healthier environment, and are available at all Panasonic authorized dealers nationwide at affordable prices. F-PXC50A is priced at RM 1,499, F-PJD35A at RM 1,199 and F-P04DMZ at RM 699.

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 03-5543 7600

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Media Contact: Azizah Wahid
General Manager, Corporate Communications & Branding
Tel: 03 7809 7876 Fax: 03 7955 1857 Mobile: 019 217 2730
Email: azizah.wahid@my.panasonic.com

Simone Pan
Executive, Corporate Communications & Branding
Tel: 03 7809 7874 Fax: 03 7955 1857 Mobile: 012 694 5966
Email: simone.pan@my.panasonic.com

Product Contact: Christhy Wong Seow Chui
Product Executive, HA Marketing Department
Tel: 03-7809 7604 Fax: 03-7955 2848
Email: christy.wong@my.panasonic.com

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