

For Immediate Release

## **Panasonic New Hygenia Dish Dryer**

*A Healthier Living for You and Your Family*

**Kuala Lumpur, 1 October 2009** – To meet the needs of an ever health conscious market in the country, Panasonic is introducing its Dish Dryer in Malaysia. The Panasonic's **Hygenia** Dish Dryer is the answer to a healthier living for you and your family.

Wiping wet kitchen utensils after washing with a dish cloth is inefficient, unhygienic and unhealthy. The lint of the fabric may stay attached to the utensils and consumed together with the food or drink. At the same time, washing alone cannot clean up the utensils thoroughly. There are germs and bacteria that are not visible to our naked eyes.

Panasonic's Hygenia Dish Dryer dries kitchen utensils by heating them up to 70°C, which inhibits the growth of bacteria such as Escherichia Coli (E-Coli), the number one cause of illnesses such as diarrhea, cholera, typhoid fever, kidney failure and Hepatitis A. It also inhibits the growth of Staphylococcus aureus, the leading cause of food poisoning, weakening immune system and skin disease.

The large enclosed compartment of the Dish Dryer avoids unwanted house pests like lizard, flies and cockroaches in contact with kitchen utensils. Now you can rest assured that all your kitchen utensils are dry, clean and safe to use.

The Hygenia Dish Dryer large opening lid design allows larger items to fit comfortably into the rack. It is equipped with a rust free stainless steel storage rack. The triple thermal fuse safety devices enhanced the safety of using this easy to operate Dish Dryer. The onboard timer can program the drying time up to 60 minutes.

Panasonic's Hygienia Dish Dryer is an innovative solution to your hygiene needs and saves you time and energy. It is truly a must have appliance in all the modern kitchens.

The recommended retail price is RM299 and can be found in all authorized dealers effective October 2009.

**About Panasonic Malaysia Sdn Bhd**

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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](mailto: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](mailto:simone.pan@my.panasonic.com)

Product Contact: Jasmynn Ng  
Product Executive, HA Marketing Department  
Tel: 03-7809 7607 Fax: 03-7955 2848 Mobile: 012 370 2817  
Email: [jasmynn.ng@my.panasonic.com](mailto:jasmynn.ng@my.panasonic.com)

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