

For Immediate Release

Panasonic New Spiral Energy Saving Light Bulb

Kuala Lumpur, 1 October 2009 – Panasonic recently introduced its new spiral energy saving light bulb in Malaysia. The new spiral energy saving light bulb has 10,000 hours* life span or up to seven years. The new spiral energy light bulb can reduce electricity consumption up to 80% and last about ten times longer compared to a conventional incandescent bulb.

Lighting accounts for close to 20% of average home's electricity bill. Switching from conventional incandescent bulb to energy saving bulb is an effective way of reducing energy consumption at home and prevent greenhouse gas emissions that lead to global climate change.

Panasonic newly developed quadruple coil technology improved the emitter retention volume and hence realizes a life span up to 10,000 hours. This means that ten times less waste and much less time spend on replacing burnt out bulbs.

Panasonic new spiral energy saving bulb's size is more compact than other brands energy saving bulb. It is easier to replace into different type of lighting fixtures. Besides spiral energy saving bulb, Panasonic has other range of energy saving bulb, such as U-shape, mini-décor and compact series energy saving bulb. For more information about Panasonic energy saving bulb, please log on to Panasonic corporate web-site, www.panasonic.com.my.

| Models | ASP |
|---------------|------------|
| EFD5E27HE | RM 16.50 |
| EFD5E65HE | RM 16.50 |
| EFD8E27HE | RM 17.50 |
| EFD8E65HE | RM 17.50 |
| EFD11E27HE | RM 18.50 |
| EFD11E65HE | RM 18.50 |
| EFD14E27HE | RM 19.50 |
| EFD14E65HE | RM 19.50 |
| EFD18E27HE | RM 20.50 |
| EFD18E65HE | RM 20.50 |
| EFD23E27HE | RM 21.50 |
| EFD23E65HE | RM 21.50 |

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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