

**For Immediate Release**

**Panasonic Brings Home Cinema Tour in 3D HD Coach and 4  
Product Concept Caravan Roadshows**

*Beckoning visitors to experience and witness from 3D HDTV to 'Mottainai' eco  
concept, health & beauty, beauty station and evolta battery*

**Petaling Jaya, 25 March 2010** – Panasonic Malaysia Sdn Bhd is showing off a total of five mobile caravans, from 3D HD coach with the theme '*Home Cinema Tour 2010*' to 'Mottainai' concept inverter technology caravan, Health & Beauty caravan, Mobile Beauty Station and Evolta Roving Team for three days from Friday, 26 March till Sunday 28 March at Sunway Pyramid Shopping Centre for the public from 10 am till 10 pm.

The 3D HD 20-seater coach is equipped with four units of the latest Panasonic Viera Plasma, LCD and LED-LCD TVs from 32 to 42 inch sizes and one unit of 50 inch 3D HD TV.

The Mottainai caravan will showcase Inverter technology products such as fridge, top load and front load washer and lighting. While the Health & Beauty caravan will exhibit products such as bidet, alkaline ionizer, dish washer and air purifier.

All the three '*Home Cinema Tour 2010*' for 3D TV, 'Mottainai' Caravan and Health & Beauty Caravan roadshows will start from May 10 till January 11, 2011, travelling throughout Peninsular Malaysia and each roadshow location will take 4 days from Thursday till Sunday.

The Mobile Beauty Station caravan targets colleges and office premises and for the first time beauty products like Nanocare & Ionity Hairdryer, Hair Styler, Facial Steamer, Facial Ionic steamer, Epilators, Eyelash Curler to Pore Cleanser and Facial Trimmer will be promoted and demonstrated at the roadshows that is planned to start sometime in June 2010.

First time joining in the Roadshow is the Evolta Roving Team which will bring to consumers all the various sizes of Evolta batteries from AA to AAA. This caravan will travel around Klang Valley beginning April 2010 to promote its new record of Le Mons lap in 24 hrs with 2 pieces of AA Evolta batteries which won the Guinness World Record. Games and value buy will be conducted during the roadshow.

“This is the first time we are presenting 5 caravans at a shopping mall. We hope to bring new ideas and trends to Malaysian consumers by allowing visitors to know more and experience our products not only during our 3-day launch but during the roadshow tours throughout the country.” said Jeff Lee, Managing Director Panasonic Malaysia. “Since we begin the caravan roadshows in 2008, we are delighted to record that this concept - bringing our products to the doorsteps of our consumers has been well received not only on product and brand awareness but also gained substantial return on investment. This has also helped in boosting sales for our business partners.”

“Our main attraction this year for our caravan roadshow is obviously the 3D HD TV and we hope more discerning customers will be ready to accept the new era in TV entertainment.” added Jeff.

Besides the Caravan attraction at Sunway Shopping Mall, a wide range of Panasonic product display will also be available at the Pramid Concourse area for visitors to visit.

**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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Media Contact: Azizah Wahid  
General Manager, Corporate Communications & Branding  
Tel: 03 7809 7876 Mobile: 019 217 2730  
Email: [azizah.wahid@my.panasonic.com](mailto:azizah.wahid@my.panasonic.com)

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