

World's first TÜV Rheinland certified Blu-ray Disc from Panasonic *Safe archiving of data for over 50 years*

Berlin, Germany (September 3, 2009) – Panasonic Corporation, one of the world's leading manufacturers of high quality electronic products, has announced that its Blu-ray discs BD-RE 25GB/50GB and BD-R 25GB/50GB are the first products of its kind ever to be certified by TÜV Rheinland Group. TÜV Rheinland Japan, the subsidiary of the highly renowned global test house for product safety and quality, conducted a comprehensive environmental test on Blu-ray discs from Panasonic (4 discs), as well as on products from its competitors. All of the Panasonic Blu-ray discs passed the test, while the products of the competitors experienced difficulties.

TÜV Rheinland specifically tested these products for so called "Substances of Very High Concern" (SVHC) monitored by the European Chemicals Agency. Extensive tests showed that Panasonic's Blu-ray discs contain none of these 15 harmful substances. As a result Panasonic received a TÜV Rheinland certification for their tested products.

TÜV Rheinland also performed a durability test for these products. The test was conducted under high temperature conditions of approximately 80°C and a relative humidity of 80% for 750 hours. The tested samples passed unaffected. Panasonic also announced that it conducted its own accelerated age tests to learn more about the archiving lifespan of its Blu-ray discs. Based on these test results, Panasonic Blu-ray discs offer more than 50 years of expected archive life at a room temperature of 25°C and a relative humidity of 80%.

View the details of the testing performed on www.tuvdotcom.com the TÜV Rheinland internet platform for certified products by entering the Panasonic Blu-ray disc ID-No. 0000000050 into the search field.

For more information on the products presented at IFA 2009, please visit: www.panasonic.eu.

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About Panasonic

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products for a wide range of consumer, business, and industrial needs. Based in Osaka, Japan, the company recorded consolidated net sales of 7.77 trillion yen (US\$78.4 billion) for the year ended March 31, 2009. The company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE: PC) stock exchanges. For more information on the company and the Panasonic brand, visit the company's website at <http://panasonic.net/>

About TÜV Rheinland Group

TUV Rheinland Group is a leading provider of technical services worldwide. Founded in 1872 and headquartered in Cologne, Germany, the Group employs more than 13,000 people in over 490 locations in 61 countries and generated annual revenues of over € 1.1 billion. The Group's mission and guiding principle is to achieve sustained development of safety and quality in order to meet the challenges arising from the interaction between man, technology, and the environment. For more information please visit the TÜV Rheinland home page: www.tuv.com.