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Result of merger with Sanyo Panasonic presents major expansion to range of prismatic and cylindrical Lithium-Ion batteries



Thanks to the integration of Sanyo, Panasonic can now offer its industrial customers a much wider range of powerful prismatic and cylindrical Lithium-Ion batteries. 58 types of battery for many different applications are now available. Panasonic is presenting the latest product range under the motto "Quality is our Business" at the "electronica" exhibition in Munich from 13th to 16th November.

It is two years since the partnership between Panasonic and Sanyo started, two companies who were already among the most competent providers in the market for Lithium-Ion batteries. Thanks to the pooled product development expertise, it was possible to expand the safety and high-capacity technologies even further. The shared know-how also led to more efficient processes in battery production, which also ensures that product quality is consistently high. The Panasonic promise of "safety, long-life and power" for its batteries has now reached a new dimension.

24 versions of the cylindrical Lithium-Ion batteries are available, with "typical" capacities of 530 mAh up to peak values of 3,350 mAh. The capacity range of the 34 prismatic high performance batteries extends from 740 mAh to 2,000 mAh.

The range of applications is exceptionally wide. Panasonic Lithium-Ion batteries are used in medical engineering, energy storage, solar-operated window shutters and in the home appliance area (e.g. shavers, toothbrushes), among other things. However, manufacturers of e-bikes, notebooks and mobile phones also appreciate the performance capability and reliability.

The Panasonic sales department would be pleased to advise you on which battery type is the most suitable for which application. The department can be reached on the following telephone number +49 (0)40-85386-373.

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You will find this press release and the press photo (300 dpi) for downloading on the Internet at www.industrial.panasonic.com/eu

Page 2

Batteries from Panasonic – safety, long-life and power

The Panasonic group started battery production in 1931. The Panasonic Energy Company (PEC) division is now the world's biggest battery manufacturer. Batteries, battery chargers, solar modules and corresponding products are manufactured in factories all over the world. Marketing is carried out on site by local sales and distribution companies.

The product portfolio includes Lithium-Ion, Lithium, Nickel-Metal-Hydrate, Alkaline, Zinc-Carbon and VRLA batteries. The all-round experience of one of the world's largest electronics groups in the development of high tech products such as notebooks and powertools leads again and again to ground-breaking solutions for the batteries required for these types of application. Panasonic also offers its OEM customers standard charging equipment and customized charging systems and emphasizes its corporate identity as a power solutions provider with a comprehensive product range.

Panasonic Industrial Devices Sales Europe GmbH (PIDSEU)

Panasonic batteries are marketed in Europe by Panasonic Industrial Devices Sales Europe GmbH (PIDSEU), a subsidiary of Panasonic Europe Ltd, the European headquarters of the Panasonic Corporation. Under the leadership of Managing Director Tsuneo Komon, PIDSEU, with its head office in Hamburg, is responsible for the European sales and marketing of Panasonic's industrial business. This includes the Automotive, AV/Communication, Home Appliance, Industry as well as Factory Solutions and Energy. The company thus provides its customers with a one-stop shop for its extremely wide product range. It is therefore able to satisfy its customers' desire to source their requirements from one supplier, hence optimising their procurement processes.

PIDSEU is responsible for Germany, the Benelux countries, Switzerland, Austria, Scandinavia and Eastern Europe and has sales subsidiaries in Munich, Düsseldorf, Bracknell (UK), Helsinki (Finland) and Barcelona (Spain), as well as offices in France, Italy, Denmark and Russia. 300 staff are currently employed. PIDSEU is directly responsible for the sale of industry batteries to OEM customers, while a closely knit European-wide distribution network has been established for smaller and medium-sized customers.

About Panasonic:

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products in three business fields, consumer, components & devices, and solutions. Based in Osaka, Japan, the company recorded consolidated net sales of about 72 billion Euros for the year ended March 31, 2012. Panasonic's stock is listed on the Tokyo, Osaka, Nagoya and New York (NYSE:PC) Stock Exchanges. The company has the vision of becoming the No. 1 Green Innovation Company in the Electronics Industry by the 100th year of its founding in 2018. For more information on Panasonic, its brand and commitment to sustainability, visit the company's website at: <http://industrial.panasonic.com/eu/>; <http://panasonic.net/>.