

FOR IMMEDIATE RELEASE

Panasonic Introduces New Blu-ray Disc Media Suitable for High Definition Video Recording

Both Rewritable and Recordable types Available with New Video Boxes

Berlin, Germany (August 28, 2008) -- Panasonic, the leading brand by which Matsushita Electric Industrial Co., Ltd. is known, announced today that it will introduce new Blu-ray disc models, which are suitable for high definition(HD) video recording. The new discs, packaged in video boxes, are expected to be available starting in October with the following six models.

Model Number	Specification
LM-BRU25AE	Write once, 1-2x speed, 25GB*
LM-BRU50AE	Write once, 1-2x speed, 50GB*
LM-BRU25LAE	Write once, 1-4x speed, 25GB*
LM-BRU50LAE	Write once, 1-4x speed, 50GB*
LM-BEU25AE	Rewritable, 1-2x speed, 25GB*
LM-BEU50AE	Rewritable, 1-2x speed, 50GB*

With the recent expansion of HD broadcasting and HD camcorders, there is a growing demand for recording and archiving videos with high definition quality. The new models are designed to meet such demand, allowing users to record TV programs or to archive their personal videos in 1920 x 1080 Full HD quality. When recorded with the newly introduced BD recorder, DMR-BW500, the 25GB and 50GB discs can record 4h. 45min., and 9h.30min. of digital broadcasts respectively in Full HD quality.**

Blu-ray discs also provide highest reliability and durability. Thanks to the adoption of inorganic phase change recording material as well as other Panasonic black box technologies, the discs ensure long-term storage (even up to 50 years of archival life) of important video contents.

The new recordable Blu-ray discs come in a brand new package, similar to those first introduced in pre-recorded Blu-ray disc media.

*The capacity of Blu-ray discs is expressed in units of 1GB=1 billion bytes, but the capacity is slightly below that after formatting, so that the actual amount area that can be used will be less.

**DR mode(10.56Mbps)

About Panasonic

Best known for its Panasonic brand name, Matsushita Electric Industrial Co., Ltd. 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 JPY 9,068.9billion (approx. USD 90.52billion, exchange rate USD 1=JPY 100.19 as of March 31, 2008). The company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE:MC) stock exchanges. For more information on the company and the Panasonic brand, visit the company's website at <http://panasonic.net/>.

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