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FOR IMMEDIATE RELEASE

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Panasonic Announces Senior Management Changes

Osaka, Japan, October 31, 2011 -- Panasonic Corporation ([NYSE:PC/TSE:6752] "Panasonic") today announced the following changes of senior management in line with the group reorganization to be implemented in January 2012.

1. Assignments and Appointments in Line with the Group Reorganization
(Effective January 1, 2012)

Assignments and Appointments:

<AVC Networks Company>

Kazuhiro Tsuga
Senior Managing Director,
Member of the Board

President

Current: President, AVC Networks Company

<Appliances Company>

Kazunori Takami
Managing Director,
Member of the Board

President

Former: President, Home Appliances Company

Katsuhiko Fujiwara
Executive Officer

Senior Vice President

Director, Air Conditioning and Cold Chain Business Group

**Former: Senior Vice President, Home Appliances
Company**

**In charge of Air Conditioning and Cold Chain
Business of the same Company**

<Global Consumer Marketing Sector>

Toshihiro Sakamoto
Executive Vice President,
Member of the Board

In charge of Global Consumer Marketing Sector

Former: In charge of Domestic Consumer Marketing,

**General Director, Consumer Products
Marketing,**

**In charge of Domestic Customer
Satisfaction; Design**

Yoshiiku Miyata Senior Managing Director, Member of the Board	Director, Global Consumer Marketing Sector In charge of Design Former: In charge of Overseas Operations
Shiro Nishiguchi Executive Officer	Director, AVC Marketing Division Former: Director, Digital AVC Products Marketing Division, Consumer Products Marketing
Yukio Nakashima Executive Officer	Director, Appliances Marketing Division Former: Director, Home Appliances and Wellness Products Marketing Division, Consumer Products Marketing
Jun Ishii Executive Officer	In charge of Sales Company and Channel Strategy for Japan Former: In charge of New Business Promotion In charge of Corporate CS Division Current: President, Panasonic Consumer Marketing Co., Ltd.
<Industrial Devices Business> Yoshihiko Yamada Senior Managing Director, Member of the Board	In charge of Industrial Devices Business Former: In charge of: Industrial Sales Director, Corporate Industrial Marketing & Sales Division
<Automotive Systems Company> Masahisa Shibata Executive Officer	President Current: President, Automotive Systems Company
<Industrial Devices Company> Toshiaki Kobayashi Managing Executive Officer	President Director, Electronic Components and Materials Business Group Current: President, Panasonic Electronic Devices Co., Ltd.
Hisanori Ishiguro Executive Senior Councilor	Vice President Director, Semiconductor Business Group Former: President, Semiconductor Company

<Energy Company>

<SANYO Electric Co., Ltd.>

Masato Ito
Executive Officer

President, Energy Company
President, Member of the Board, SANYO Electric Co., Ltd.
Former: Director, Member of the Board; Senior
Managing Executive Officer; Company
President of Energy Devices Company;
SANYO Electric Co., Ltd.
Current: President, Energy Company

<Systems & Communications Company>

Takashi Toyama
Managing Director,
Member of the Board

President
Current: President, Systems & Communications
Company
President, Panasonic System Networks Co.,
Ltd.; in charge of Media & Spatial Design
Laboratory;
General Manager, Construction Safety
Regulations Administration Department

<Eco Solutions Company>

Shusaku Nagae
Senior Managing Executive Officer

In charge of Solution Business
President, Eco Solutions Company
Former: In charge of: Lighting Company; Panasonic
Ecology Systems Co., Ltd.
President, Panasonic Electric Works Co.,
Ltd.

Masato Tomita
Executive Officer

Vice President
In charge of Overseas Operations
Former: Director, Corporate Management Division for
CIS, the Middle East & Africa

Kuniaki Matsukage
Executive Officer

Vice President
Director, Lighting Business Group
Former: President, Lighting Company
Senior Managing Director
Director, Lighting Manufacturing Business
Unit
Panasonic Electric Works Co., Ltd.

<Healthcare Company>

Kenji Yamane
Executive Councilor

President

Current: President, Panasonic Healthcare Co., Ltd.

<Manufacturing Solutions Company>

Yoshiro Takemoto
Executive Councilor

President

Current: President, Panasonic Factory Solutions Co., Ltd.

Koichiro Masai
Executive Senior Councilor

Vice President

Current: President, Panasonic Welding Systems Co., Ltd.

Joseph Taylor
Executive Officer

Regional Head for North America

Former: Director, Corporate Management Division for North America

Current: Chairman & CEO, Panasonic Corporation of North America

Hidetsugu Uji
Executive Senior Councilor

Regional Head for Latin America

President, Panasonic Corporation of Latin America

President of Panasonic Latin America

President of Panasonic Marketing Latin America

Former: Director, Corporate Management Division for Latin America

Chairman, Panasonic Corporation of Latin America

General Manager, Brazil Coordination Department

President, Panasonic do Brasil Limitada

Laurent Abadie
Managing Executive Officer

Regional Head for Europe & CIS

Former: Director, Corporate Management Division for Europe; COO, Panasonic Europe Ltd.

Current: Chairman & CEO, Panasonic Europe Ltd.
Managing Director, Panasonic Marketing Europe GmbH

Yorihisa Shiokawa
Managing Executive Officer

Regional Head for Asia, the Middle East & Africa
Former: Director, Corporate Management Division for
Asia and Oceania
Current: Managing Director, Panasonic Asia Pacific
Pte. Ltd.

Toshiro Kisaka
Executive Officer

Regional Head for China & Northeast Asia
Former: Director, Corporate Management Division for
China and Northeast Asia
Current: Chairman, Panasonic Corporation of China

2. Assignments of Responsibilities to Executive Officers (Effective January 1, 2012)

Assignments:

Seiichiro Sano
Senior Managing Executive Officer

In charge of: Special Task
(President, SANYO Electric Co., Ltd.)

Shiro Kitajima
Executive Officer

President, Panasonic Consumer Marketing Company of
North America, Panasonic Corporation of North America
(COO, Panasonic Corporation of North America
President, Panasonic Consumer Electronics Company)

Note: () former titles/assignments/appointments

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 8.69 trillion yen (US\$105 billion) for the year ended March 31, 2011. 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/>.