

# news

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## FOR IMMEDIATE RELEASE

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## **PANASONIC SUPPORTS BUILDING INDUSTRY DURING ECONOMIC DOWNTURN**

January 20, 2009— Secaucus, New Jersey — In today's challenging economic and market conditions, it's more important than ever for companies to be able to rely on stable, established manufacturers in 2009. Panasonic is proud to be a partner that continues to produce results for the building industry's ventilation needs.

A main concern for manufacturers is the tendency for bad economic news to become a self-fulfilling prophecy in the marketplace. In addition to workforce reductions, many companies have chosen to cut tradeshow out of their budgets. "This sends the wrong message to dealers, distributors and contractors. There are many things to be optimistic about in today's environment; it's just that you have to look a little harder to find them," says Victor Flynn, National Marketing Manager, Panasonic Home & Environment Company. "Even with the soft housing market, homeowners are showing a higher interest in green building standards. For builders, the knowledge to apply new ventilation standards such as ASHRAE 62.2 presents an enormous opportunity for growth when the housing demand returns. Panasonic has survived difficult times before. We are committed to servicing our distribution channels by providing the latest industry ventilation training through trade shows, seminars and website tools. You can count on Panasonic to be there for you."

Unlike other companies and competitors, Panasonic Home & Environment Company is dedicated to sustaining tradeshow presence and is even expanding its visibility. At the 2009 International Builders Show in Las Vegas, Panasonic plans to exhibit their full line of ventilation fans as well as other consumer products in their booth and Show Village. Show Village Homes will feature Panasonic Ventilation Fans, Plasma TV's, LCD TV's, Home Theater Systems, Blue Ray DVD Players, Massage Chairs and Core Trainers in a realistic home environment.

Panasonic believes by attending trade shows and maintaining product initiatives during these troubling times, show their strong support for the building industry. After the dust settles, Panasonic customers, distributors and contractors remain confident in the knowledge that Panasonic will be around.

### **About Panasonic Home & Environment Company**

Panasonic Home & Environment Company is a unit company of Panasonic North America, the principal North American subsidiary of Panasonic Corporation (NYSE: PC) and is the hub of Panasonic's U.S. marketing, sales, service and R&D operations. The company has a full line of ventilation fans featuring models for every type of home-building need. All Panasonic ventilation fans are ENERGY STAR™ qualified, where guidelines exist. Panasonic is a leader in developing and marketing the most comprehensive lineup of energy-efficient consumer electronics, information technology products, home appliances, and HVAC products, and continues to set the pace for consumer electronics manufacturers.