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**FOR IMMEDIATE RELEASE**

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## **Panasonic Announces Proposed Senior Management Changes**

Osaka, Japan, February 26, 2009 - Panasonic Corporation (Panasonic [NYSE symbol: PC]), today announced the following changes of the members of the Board of Directors and Executive Officers, effective April 1, 2009, and proposed changes of the members of the Board of Directors, effective June 25, 2009. These proposed changes will be submitted for and subject to approval at the company's ordinary general meeting of shareholders to be held on June 25, 2009.

### **1. Members of the Board of Directors (Effective April 1)**

<b>Title</b>	<b>Name</b>	<b>Responsibilities</b>
Chairman of the Board	Kunio Nakamura	
Vice Chairman of the Board	Masayuki Matsushita	
President	Fumio Ohtsubo	
Executive Vice Presidents	Susumu Koike	In charge of Technology and Semiconductor Company
	Shunzo Ushimaru	
	Koshi Kitadai	In charge of Industrial Sales, Automotive Electronics Business, Panasonic EV Energy Co., Ltd., System Solutions Company, Panasonic Mobile Communications Co., Ltd.
	Toshihiro Sakamoto (promoted)	In charge of Domestic Consumer Marketing and Design
	Takahiro Mori (promoted)	In charge of Planning / Associate Director, Corporate IT Innovation Division / in charge of Corporate Construction Business Promotion Division, Corporate Overseas Solution Business Department, Electrical Supplies Sales, Project Sales and Building Products Sales
	Shinichi Fukushima (promoted)	Representative in Kansai

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Senior Managing Directors	Yasuo Katsura (promoted)	Representative in Tokyo / Director, Tokyo Branch / in charge of Corporate International Affairs Group
	Hitoshi Otsuki (promoted)	In charge of Overseas Operations
Managing Directors	Junji Esaka	
	Ikusaburo Kashima	In charge of Legal Affairs, Intellectual Property, Corporate Business Ethics, Legal Consultation & Solutions Center, and Corporate International Affairs
Directors	Ikuo Uno	
	Masayuki Oku	
	Hidetsugu Otsuru	
	Makoto Uenoyama	In charge of Accounting / General Manager, Corporate Accounting Group / in charge of Finance and Information Systems / Associate Director, Corporate IT Innovation Division
	Masatoshi Harada	In charge of Personnel, General Affairs, Social Relations and e-Work Promotion Office
Honorary Chairman of the Board and Executive Advisor, Member of the Board	Masaharu Matsushita	

Notes: The Chairman of the Board of Directors, Vice Chairman of the Board of Directors, President, Executive Vice Presidents and Senior Managing Directors are Representative Directors and severally represent the company.

Ikuo Uno and Masayuki Oku are outside directors of the company as stipulated in Article 2, Paragraph 15 of the Company Law of Japan.

## 2. Members of the Board of Corporate Auditors (Effective April 1)

Title	Name	Responsibilities
Senior Corporate Auditors	Kenichi Hamada	Chairman, Panasonic Group Auditors Meeting
	Masahiro Seyama	
Corporate Auditors	Yasuo Yoshino	
	Ikuo Hata	
	Hiroyuki Takahashi	

Note: Yasuo Yoshino, Ikuo Hata and Hiroyuki Takahashi are outside corporate auditors.

### 3. Executive Officers (Effective April 1)

Title	Name	Responsibilities
Senior Managing Executive Officer	Ken Morita (promoted)	President, AVC Networks Company
Managing Executive Officers	Yoshihiko Yamada	Director, Corporate Management Division for North America / Chairman, Panasonic Corporation of North America
	Kazuhiro Tsuga	President, Automotive Systems Company
	Takumi Kajisha	In charge of Corporate Communications, Corporate Advertising, Corporate Citizenship and CSR Office
	Kazunori Takami	President, Home Appliances Company / in charge of Lighting Company
	Ikuo Miyamoto (promoted)	Director, Corporate Management Division for Asia and Oceania / President, Panasonic Asia Pacific Pte. Ltd.
	Yoshiiku Miyata (promoted)	Senior Vice President / Director, Visual Products and Display Devices Business Group / in charge of PDP Business / Director, PDP TV Business Unit / in charge of Overseas Operations, AVC Networks Company
	Yutaka Takehana (promoted)	In charge of Corporate Risk Management and Corporate Information Security
Executive Officers	Masashi Makino	In charge of Manufacturing Innovation, Facility Management, Quality Administration, FF Customer Support & Management and Environmental Affairs / Director, Corporate Environmental Affairs Division / in charge of Recycling Business Promotion
	Hideo Kawasaki	President, Semiconductor Company
	Shigeru Omori	Director, Corporate Industrial Marketing & Sales Division
	Masaaki Fujita	In charge of Corporate Quality Administration Division and Corporate FF Customer Support & Management Division
	Yoshihisa Fukushima	In charge of Intellectual Property / Director, Corporate Intellectual Property Division / President, Intellectual Property Rights Operations Company
	Naoto Noguchi	President, Energy Company
	Osamu Waki	President, Panasonic Mobile Communications Co., Ltd.
	Toshiaki Kobayashi	President, Panasonic Electronic Devices Co., Ltd.
	Joseph Taylor	COO, Panasonic Corporation of North America
Takashi Toyama	President, System Solutions Company	

Executive Officers	Jun Ishii	Director, Corporate Marketing Division for Home Appliances / Director, Corporate Marketing Division for Wellness Products / Director, Corporate Marketing Division for Consumer Products / in charge of Corporate CS Division
	Toshiro Kisaka	Director, Corporate Management Division for China and Northeast Asia / Chairman, Panasonic Corporation of China
	Masato Tomita	Director, Corporate Management Division for CIS, the Middle East & Africa
	Hideaki Kawai	General Manager, Corporate Finance & IR Group / in charge of Financial Operations Center
	Takeshi Uenoyama	In charge of Device Technology and Environmental Technology / General Manager, Device Strategy Office / Director, Image Devices Development Center / Acting Director, The Nakao Laboratory
	Koji Itazaki	Director, Corporate Procurement Division / Director, Corporate Global Logistics Division
	Shiro Nishiguchi	Director, Corporate Marketing Division for Digital AVC Products
	Yoshiyuki Miyabe	In charge of Digital Network & Software Technology, Overseas R&D Centers, New Business Strategy Office, Panasonic Start-up Fund and Actvila Business Promotion
	Laurent Abadie	Director, Corporate Management Division for Europe / Chairman, Panasonic Europe Ltd.
	Yorihisa Shiokawa (newly appointed)	COO, Panasonic Europe Ltd. / President, Panasonic Marketing Europe GmbH
	Yoshio Ito (newly appointed)	President, Lighting Company
	Hidetoshi Osawa (newly appointed)	Director, Corporate Communications Division
	Yoshiaki Nakagawa (newly appointed)	General Manager, Corporate Planning Group
	Mamoru Yoshida (newly appointed)	Senior Vice President / Director, Network Business Group, AVC Networks Company
Tsuyoshi Nomura (newly appointed)	Director, Corporate Manufacturing Innovation Division / President, Advanced Production Systems Development Company	

Note: Effective March 31, 2009, Yoshitaka Hayashi and Takae Makita will retire from the office of Managing Executive Officer, and Masatsugu Kondo will retire from the office of Executive Officer.

#### 4. Resignations and Appointments of the Members of the Board of Directors (Effective June 25)

##### Resignations:

Title	Name	Responsibilities
Executive Vice President	Shunzo Ushimaru	To be appointed Corporate Advisor, Panasonic Corporation.
Managing Director	Junji Esaka	To be appointed Corporate Advisor, Panasonic Corporation.
Director	Hidetsugu Otsuru	To be appointed Corporate Advisor, Panasonic Corporation.

##### Appointments:

Title	Name	Responsibilities (as of April 1)
Senior Managing Director	Ken Morita	President, AVC Networks Company
Managing Director	Kazunori Takami	President, Home Appliances Company / in charge of Lighting Company
Director	Masashi Makino	In charge of Manufacturing Innovation, Facility Management, Quality Administration, FF Customer Support & Management and Environmental Affairs / Director, Corporate Environmental Affairs Division / in charge of Recycling Business Promotion

#### 5. Members of the Board of Directors (Effective June 25)

Title	Name	Responsibilities
Chairman of the Board	Kunio Nakamura	
Vice Chairman of the Board	Masayuki Matsushita	
President	Fumio Ohtsubo	
Executive Vice Presidents	Susumu Koike	In charge of Technology and Semiconductor Company
	Koshi Kitadai	In charge of Industrial Sales, Automotive Electronics Business, Panasonic EV Energy Co., Ltd., System Solutions Company, Panasonic Mobile Communications Co., Ltd.
	Toshihiro Sakamoto	In charge of Domestic Consumer Marketing and Design
	Takahiro Mori	In charge of Planning / Associate Director, Corporate IT Innovation Division / in charge of Corporate Construction Business Promotion Division, Corporate Overseas Solution Business Department, Electrical Supplies Sales, Project Sales and Building Products Sales
	Shinichi Fukushima	Representative in Kansai

Senior Managing Directors	Yasuo Katsura	Representative in Tokyo / Director, Tokyo Branch / in charge of Corporate International Affairs Group
	Hitoshi Otsuki	In charge of Overseas Operations
	Ken Morita (newly appointed)	President, AVC Networks Company
Managing Directors	Ikusaburo Kashima	In charge of Legal Affairs, Intellectual Property, Corporate Business Ethics, Legal Consultation & Solutions Center and Corporate International Affairs
	Kazunori Takami (newly appointed)	President, Home Appliances Company / in charge of Lighting Company
Directors	Ikuo Uno	
	Masayuki Oku	
	Masashi Makino (newly appointed)	In charge of Manufacturing Innovation, Facility Management, Quality Administration, FF Customer Support & Management and Environmental Affairs / Director, Corporate Environmental Affairs Division / in charge of Recycling Business Promotion
	Makoto Uenoyama	In charge of Accounting / General Manager, Corporate Accounting Group / in charge of Finance and Information Systems / Associate Director, Corporate IT Innovation Division
	Masatoshi Harada	In charge of Personnel, General Affairs, Social Relations and e-Work Promotion Office
Honorary Chairman of the Board and Executive Advisor, Member of the Board	Masaharu Matsushita	

Notes: The Chairman of the Board of Directors, Vice Chairman of the Board of Directors, President, Executive Vice Presidents and Senior Managing Directors are Representative Directors and severally represent the company.

Ikuo Uno and Masayuki Oku are outside directors of the company as stipulated in Article 2, Paragraph 15 of the Company Law of Japan.

## 6. Members of the Board of Corporate Auditors (Effective June 25)

Title	Name	Responsibilities
Senior Corporate Auditors	Kenichi Hamada	Chairman, Panasonic Group Auditors Meeting
	Masahiro Seyama	
Corporate Auditors	Yasuo Yoshino	
	Ikuo Hata	
	Hiroyuki Takahashi	

Note: Yasuo Yoshino, Ikuo Hata and Hiroyuki Takahashi are outside corporate auditors.

**7. Executive Officers (Effective June 25)**

<b>Title</b>	<b>Name</b>	<b>Responsibilities</b>
Managing Executive Officers	Yoshihiko Yamada	Director, Corporate Management Division for North America / Chairman, Panasonic Corporation of North America
	Kazuhiro Tsuga	President, Automotive Systems Company
	Takumi Kajisha	In charge of Corporate Communications, Corporate Advertising, Corporate Citizenship and CSR Office
	Ikuo Miyamoto	Director, Corporate Management Division for Asia and Oceania / President, Panasonic Asia Pacific Pte. Ltd.
	Yoshiiku Miyata	Senior Vice President / Director, Visual Products and Display Devices Business Group / in charge of PDP Business / Director, PDP TV Business Unit / in charge of Overseas Operations, AVC Networks Company
	Yutaka Takehana	In charge of Corporate Risk Management and Corporate Information Security
	Executive Officers	Hideo Kawasaki
Shigeru Omori		Director, Corporate Industrial Marketing & Sales Division
Masaaki Fujita		In charge of Corporate Quality Administration Division, Corporate FF Customer Support & Management Division
Yoshihisa Fukushima		In charge of Intellectual Property / Director, Corporate Intellectual Property Division / President, Intellectual Property Rights Operations Company
Naoto Noguchi		President, Energy Company
Osamu Waki		President, Panasonic Mobile Communications Co., Ltd.
Toshiaki Kobayashi		President, Panasonic Electronic Devices Co., Ltd.
Joseph Taylor		COO, Panasonic Corporation of North America
Takashi Toyama		President, System Solutions Company
Jun Ishii		Director, Corporate Marketing Division for Home Appliances / Director, Corporate Marketing Division for Wellness Products / Director, Corporate Marketing Division for Consumer Products / in charge of Corporate CS Division
Toshiro Kisaka		Director, Corporate Management Division for China and Northeast Asia / Chairman, Panasonic Corporation of China
Masato Tomita		Director, Corporate Management Division for CIS, the Middle East & Africa
Hideaki Kawai		General Manager, Corporate Finance & IR Group / in charge of Financial Operations Center

Executive Officers	Takeshi Uenoyama	In charge of Device Technology and Environmental Technology / General Manager, Device Strategy Office / Director, Image Devices Development Center / Acting Director, The Nakao Laboratory
	Koji Itazaki	Director, Corporate Procurement Division / Director, Corporate Global Logistics Division
	Shiro Nishiguchi	Director, Corporate Marketing Division for Digital AVC Products
	Yoshiyuki Miyabe	In charge of Digital Network & Software Technology, Overseas R&D Centers, New Business Strategy Office, Panasonic Start-up Fund and Actvila Business Promotion
	Laurent Abadie	Director, Corporate Management Division for Europe / Chairman, Panasonic Europe Ltd.
	Yorihisa Shiokawa	COO, Panasonic Europe Ltd. / President, Panasonic Marketing Europe GmbH
	Yoshio Ito	President, Lighting Company
	Hidetoshi Osawa	Director, Corporate Communications Division
	Yoshiaki Nakagawa	General Manager, Corporate Planning Group
	Mamoru Yoshida	Senior Vice President / Director, Network Business Group, AVC Networks Company
	Tsuyoshi Nomura	Director, Corporate Manufacturing Innovation Division / President, Advanced Production Systems Development Company

### **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 9.07 trillion yen (US\$90.7 billion) for the year ended March 31, 2008. The company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE Symbol: PC) stock exchanges. For more information on the company and the Panasonic brand, visit the company's website at <http://panasonic.net/>.