

Panasonic and Twentieth Century Fox Team For Global Promotion of James Cameron's AVATAR

Panasonic Contributes to Creation of Highly Anticipated Hollywood Release

Osaka, Japan (August 21, 2009) - Panasonic Corporation today announced collaboration with Twentieth Century Fox Film Corporation and Lightstorm Entertainment on the global promotion of James Cameron's AVATAR. As the film's exclusive audio visual partner, Panasonic has provided some of its latest AV technology products to help create the eagerly awaited film which will debut in theaters worldwide on December 18 in both 2D and 3D. Through this collaboration, Panasonic will add momentum to its ongoing efforts to promote its industry-leading Full HD 3D technology to consumers.

In the epic action adventure AVATAR, James Cameron, the director of TITANIC, takes us to a spectacular new world beyond our imagination. On the distant moon Pandora, a reluctant hero embarks on a journey of redemption and discovery as he leads a heroic battle to save a civilization.

As part of the collaboration agreement, Panasonic will launch a global advertising campaign tied to AVATAR and promoting numerous Panasonic AV products, including 3D. It will mark the first time for the company to run a worldwide advertising campaign which is focused on a single film. Panasonic will show dazzling Full HD 3D assets related to AVATAR at numerous events to prove the power of 3D technology to consumers around the world. A sales promotion campaign tied to the new film will also be carried out by the company throughout the world.

In the United States, Panasonic will be activating the AVATAR partnership with a variety of sales and marketing components including integrated advertising in major media outlets as well as promotional activities to key trade and consumer audiences. Additionally, Panasonic will continue to educate various constituencies about 3D through a nationwide truck tour this Fall featuring multiple customized tractor trailers that will bring the immersive world of Full HD 3D to audiences using 103-inch Panasonic VIERA Plasma HDTVs and Blu-ray Disc Players. Panasonic will also showcase the appeal of Full HD 3D technology at major trade shows including the International Consumer Electronics Show in Las Vegas.

In Europe, three mobile Full HD 3D theaters will start visiting shopping malls and other locations this Fall. Beginning with the IFA trade fair to be held from September 4, Panasonic will show Full HD 3D videos including the AVATAR trailer at trade shows and events across Europe.

In Japan, promotional activities aligned with Twentieth Century Fox include TV commercials for Panasonic's VIERA flat-panel TVs that will air this Fall. At CEATEC 2009, a major electronics trade show in Asia which will be held from October 6, Panasonic will demonstrate its Full HD 3D technology at the Full HD 3D Theater in the Panasonic booth.

AVATAR is also a film that uses the latest in cutting-edge film production technologies made possible. Panasonic's AV products supported this effort. For example, Panasonic's 65-inch and 103-inch Plasma monitors are being used not only in the production studios but also in James Cameron's own editing room because their picture quality and accurate color representation earned high marks from the discerning film director. Other Panasonic products in use include the AJ-HPX3000G P2HD professional camcorders with P2 Memory Cards, which were used by James Cameron to map the scenes before shooting in 3D, notebook computers and LUMIX digital cameras.

"I believe 3D is how we will experience movies, gaming, and computing in the near future. 3D is not something you watch, it's a reality you feel you could step into," said Mr. Cameron. "In 2008 I was thrilled to join forces with the pioneers at Panasonic. They share my philosophy on the future of entertainment. As a consumer electronics company, they are setting new standards in technology. Panasonic's brilliance is demonstrated by their 3D presentation for the home. I've had an opportunity to view Panasonic's Full High Definition 3D technology first hand and it was remarkable. Panasonic is the perfect teammate for us behind and in front of the camera. They play a crucial role in realizing the next giant step forward for in-home entertainment."

"Our collaboration with Twentieth Century Fox and James Cameron as the exclusive audio visual partner on AVATAR is the largest promotional program Panasonic has ever undertaken focusing on a single film," said Toshiro Sakamoto, Executive Vice President of Panasonic Corporation. "It is truly an honor to be able to help bring the artist's vision to life. Panasonic is leading the way to bring 3D into the living room, taking home entertainment to a whole new level with our development of the first Full HD 3D Home Theater system, which we initially announced at CES 2009. Panasonic is also developing professional 3D production systems to improve the 3D production environment and make it easier for content creators to create more 3D programming for consumers to enjoy in the comfort of their own living rooms."

#

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 7.77 trillion yen (US\$78.4 billion) for the year ended March 31, 2009. 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>.

About Fox Filmed Entertainment

One of the world's largest producers and distributors of motion pictures, Fox Filmed Entertainment produces,

acquires and distributes motion pictures throughout the world. These motion pictures are produced or acquired by the following units of FFE: Twentieth Century Fox, Fox 2000 Pictures, Fox Searchlight Pictures, and Twentieth Century Fox Animation.