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Matsushita Electric Industrial Co., Ltd.

FOR IMMEDIATE RELEASE

Panasonic continues to support the largest ever World Heritage photographic project by UNESCO, "OUR PLACE"

Holding a 6-day shooting tour in Kyoto (March 24-29)

Osaka, Japan - Panasonic, the leading brand by which Matsushita Electric Industrial Co., Ltd. is best known, today announced its continual support for the UNESCO partnered World Heritage photographic project, OUR PLACE - The World's Heritage, by renewing a 3-year sponsorship contract starting from April 1, 2008.

In addition, between March 24 and 29, Panasonic will be inviting 15 professional photographers from OUR PLACE to participate on a 6-day shooting tour at Japan's ancient capital, Kyoto. Participants will be given LUMIX camera equipment for the duration of the tour.

OUR PLACE is a project initiated by New Zealand professional photographer Mr. Geoff Steven, in close association with the UNESCO World Heritage Centre. The OUR PLACE project is committed to presenting to a wide global audience, the wonder and significance of our planet's most important Cultural and Natural locations, by building an exclusive photo archive of the World Heritage sites. OUR PLACE's team of international photographers, including world-renown landscape photographer Mr. David Muench, has already documented World Heritage sites at more than 180 locations in 60 different countries around the world. Additional OUR PLACE activities include photo gallery displays, web publications, as well as print publications of its photo collection.

Panasonic has been a strong supporter for the OUR PLACE project since April 2006, providing OUR PLACE photographers with LUMIX camera equipment for photo shooting, and presenting OUR PLACE photo collections in LUMIX's global promotional activities.

"Panasonic is proud to continue its support to help promote and protect the important UNESCO World Heritage sites. Through the OUR PLACE project, we would like to change peoples' minds, both about the value of World Heritage, and about Panasonic's strong commitment to photographic culture. Our vision for LUMIX is to create a new photo culture in the digital era," said

Mr. Tokikazu Matsumoto, Managing Director of the DSC Business Unit at
Panasonic AVC Networks Company.

"As a company that believes in its responsibilities as a Global Citizen,
Panasonic's strong support for the OUR PLACE Project is a model example
for all international commercial organizations," said Mr. Geoff Steven, Director
of OUR PLACE World Heritage.

The OUR PLACE photo gallery will be on display in the Corporate
Showrooms at Panasonic Centers in Osaka between April 24 and May 20 and
in Tokyo between June 10 and July 13.

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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 US\$77.19
billion for the year ended March 31, 2007. 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/>.