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**PANASONIC SIGNS LICENSE AGREEMENT EXPANDING  
COMMITMENT TO RECYCLE RECHARGEABLE BATTERIES**

**SECAUCUS, NJ (January 22, 2001)** – Matsushita Electric Corporation of America, best known by its Panasonic brand name, today announced that it has signed a license agreement with the Rechargeable Battery Recycling Corporation (RBRC), expanding Panasonic’s commitment to environmental preservation. Upholding the RBRC national program – *Charge Up to Recycle!* – which helps consumers conveniently recycle their used rechargeable batteries, Panasonic has joined forces with other members of the rechargeable power industry to educate the public on the benefits of recycling rechargeable batteries.

“Panasonic is proud to support the RBRC program expansion to help ensure the recycling of all rechargeable batteries,” said Dr. Paul Liao, chief technology officer of Matsushita Electric Corporation of America. “As we develop vibrant new technologies that are reliant upon rechargeable batteries, it is even more important that the capacity to recycle the used batteries is expanded.”

Today, as modern lifestyles demand greater mobility in consumer electronics, it is estimated that U.S. households collectively own a total of 431 million cordless products. Nickel Cadmium, Nickel Metal Hydride, Lithium-ion, and Small Sealed Lead rechargeable batteries—commonly found in cellular and cordless phones, laptop computers, power tools, camcorders, and other portable devices—can be recycled once they no longer hold a charge.

The industry-initiated program operated by the RBRC, a nonprofit public service organization, is an example of unique product stewardship. Instrumental in the founding and realization of RBRC—which today has more than 300 manufacturers and marketers of portable rechargeable batteries and products—Panasonic will continue its support of the public education campaign through funding of the RBRC Battery Recycling Seal. The Seal is a trademarked symbol depicting a battery amid chasing arrows. Panasonic’s imprinting of this Seal on our batteries and product packaging is our symbol of commitment to conserve natural resources and prevent rechargeable batteries from entering the solid waste stream.

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Panasonic, along with four other battery manufacturers, founded the RBRC in 1994 to focus on collecting Nickel Cadmium batteries in the U.S. The RBRC expanded program will now collect all rechargeable batteries in the U.S. and Canada. Rechargeable batteries are collected through more than 30,000 participating retailers, communities, businesses, and public agencies in the U.S. and Canada.

To find a rechargeable battery drop off location, visit the RBRC website at, [www.rbrc.org](http://www.rbrc.org), or call their toll-free help line at 1-800-8BATTERY.

### **About Panasonic**

Matsushita Electric Corporation of America (MECA), with headquarters in Secaucus, NJ, was established in 1959 and is the principal North American subsidiary of Matsushita Electric Industrial Co., Ltd. (MEI), of Osaka, Japan. Along with its affiliates, MECA recorded sales of \$9.2 billion during the fiscal year ended March 2000. In North America, Matsushita employs over 25,000 people. Additional information can be found by visiting [www.panasonic.com](http://www.panasonic.com).