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PANASONIC WINS EPA AWARD FOR ELECTRONICS RECYCLING

WASHINGTON, D.C. (October, 2004) — The U.S. Environmental Protection Agency (EPA) has presented Panasonic with a Program Champion award for its work in developing and expanding the collection and recycling of discarded electronic products. In 2003, Panasonic sponsored more than 160 collection events, diverting nearly 3,000 tons of used electronic products from landfills and incinerators.

The company is a charter member of EPA's Plug-In To eCycling, a pioneering program that encourages consumers, municipalities, retailers and electronics manufacturers to share in the overall responsibility of properly managing the disposal, reuse and processing of obsolete or unwanted consumer electronics products.

“As part of our commitment to environmental protection, Panasonic has helped develop an infrastructure for recycling electronic products, and has incorporated waste reduction practices in our operations,” said David Thompson, Director of Panasonic's Corporate Environmental Department. “We continue to work closely with government agencies and recycling companies to expand our efforts.”

“The EPA is proud to honor Panasonic for its environmental achievements,” said Matt Hale, Director of the Office of Solid Waste, at the WasteWise Annual Meeting and Awards Ceremony, held October 14. Panasonic was one of only 15 organizations to receive a Program Champion award at the ceremony.

Panasonic has been widely recognized for its environmentally responsible activities and practices, among them: designing products for efficient disassembly and recycling, making a concerted effort to increase the use of recycled materials and environment-conscious components and methods in its manufacturing processes, and

marketing a wide array of Energy Star®-qualified products for consumer and commercial use.

Consumers and members of the press can learn more about Panasonic's environmental protection and energy conservation efforts at:

www.panasonic.com/environmental.

For more information about EPA's WasteWise program and details about the 2004 WasteWise Annual Meeting and Awards Ceremony, please visit the WasteWise Web site at www.epa.gov/wastewise or contact the WasteWise Helpline at 800 EPA-WISE (372-9473).



WASHINGTON, D.C. (October 15, 2004) — At the EPA's WasteWise annual awards ceremony, held October 14, Matt Hale, (left) Director of the U.S. EPA Office of Solid Waste and Emergency Response, presented David Thompson (right), Director of Panasonic's Corporate Environmental Department, with a Program Champion award for the company's work in developing and expanding the collection and recycling of discarded electronic products.

Panasonic was one of only 15 organizations to receive a Program Champion award. In 2003, Panasonic sponsored more than 160 collection events, diverting nearly 3,000 tons of used electronic products from landfills and incinerators. Panasonic, a leading marketer of a wide array of Energy Star®-qualified products for consumer and commercial use, has been widely recognized for its environmentally responsible activities and practices.

About Panasonic

Based in Secaucus, N.J., Matsushita Electric Corporation of America (Panasonic) is the principal North American subsidiary of Matsushita Electric Industrial Co., Ltd. (NYSE: MC) and the hub of Panasonic's U.S. marketing, sales, service and R&D operations. Additional information on Matsushita Electric Corporation of America and Panasonic is available at www.panasonic.com. Additional company information for media is available at www.panasonic.com/pressroom.

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