

FOR IMMEDIATE RELEASE

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PANASONIC RECOGNIZED FOR COMMITMENT TO RECYCLING BY U.S. EPA ADMINISTRATOR CHRISTINE TODD WHITMAN

HALLSTEAD, PA (November 22, 2002) — The U.S. Environmental Protection Agency (EPA) today distinguished Panasonic once again for its contributions to the EPA's eCycle project, 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 electronic products.

At a press conference and tour of a recycling facility in Hallstead, Pennsylvania, EPA Administrator Christine Todd Whitman, joined by Congressman Don Sherwood and other government officials, honored Panasonic and other members of the Electronic Industries Alliance, as well as Techneglas, Inc., a leading cathode ray tube (CRT) glass manufacturer, and Envirocycle, the nation's foremost electronics recycling and refurbishing organization and operator of the Hallstead facility.

For several years, Panasonic, Techneglas, and Envirocycle have worked together to develop an infrastructure for recycling electronic products, including CRTs from discarded televisions and computer monitors, and returning the materials contained in discarded products to commerce. During 2002, Techneglas, Panasonic, and Envirocycle joined forces to develop both a successful CRT cullet glass recycling process and a production method that would maximize the percentage of CRT cullet used to manufacture new CRT glass parts.

“By working closely with government agencies and recycling companies, Panasonic has helped develop a model for recycling electronic products that makes the most efficient use of our resources while protecting the environment,” said David Thompson, Director of Panasonic’s Corporate Environmental Department. “We are hopeful other manufacturers will join in supporting this product stewardship model, and invite their collaboration on continuing recycling projects.”

Panasonic’s commitment to environmental protection is unrivaled in the consumer electronics industry. The company was recently recognized as EPA’s Electronics Recycling Challenge Partner of the Year under the EPA WasteWise program. Panasonic designed products for efficient disassembly and recycling and expanded a product evaluation process based on life cycle assessment. The company also supported the EPA Region III eCycling project, operated by the EPA and the state governments of DE, MD, PA, VA and WV. On October 7, 2002, Panasonic was one of three consumer electronics marketers to receive a special legislative proclamation from the Commonwealth of Pennsylvania for its electronic recycling efforts in that state.

Panasonic is the only consumer electronics manufacturer awarded for the fourth consecutive year as Energy Star® Partner of the Year by the EPA and the U.S. Department of Energy (DOE).

Panasonic-branded products are marketed in the United States by Matsushita Electric Corporation of America, the principal North American subsidiary of Matsushita Electric Industrial Co., Ltd., (NYSE:MC), a global environmental leader whose commitments embrace the protection of the ozone layer, reduction of industrial waste, prevention of global warming and promotion of environmental product evaluation and assessment.

Matsushita Electric Industrial Co., Ltd., one of the world’s largest producers of innovative electronic and electric products for consumer, business and industrial use, is a worldwide leader in the total number of facilities – currently 259 – registered to the ISO14000 environmental standard.

Media can access press releases via the Panasonic Pressroom web site, www.panasonic.com/pressroom, or through our toll-free fax-back system at 888-734-7490.

About Techneglas

Techneglas, Inc. is an innovative manufacturer of television glass. It is a wholly-owned subsidiary of Nippon Electric Glass (NEG) of Japan and main supplier to 70% of the NAFTA market for the NEG Group. Techneglas employs over 2,000 in three facilities: Columbus and Perrysburg, OH and Pittston, PA.

About Envirocycle

Envirocycle has been involved in the electronic recycling industry for over 15 years, with operations in Hallstead, Pennsylvania and Mt. Pleasant, Pennsylvania. The facility in Hallstead Pennsylvania is the only operation in North America that has the ability to refurbish and resell computer equipment and recycle CRT glass in a closed loop system. In its fifteen year history, Envirocycle has shipped back over 135,000 tons of CRT glass for reuse in the manufacturing of new glassware.

Panasonic is working with, and would like to acknowledge, Sharp and Sony for their electronics recycling efforts.

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