



Panasonic Honored By EPA For Electronics Recycling Efforts ¼ The U.S. Environmental Protection Agency (EPA) cited Panasonic as a Partner of the Year in its WasteWise program at a ceremony held October 10 in Washington, D.C.. The company was honored for its achievements in waste reduction and recycling efforts as part of the EPA's WasteWise program Electronics Challenge. Panasonic recently received 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). Robert Springer (Left), Director of the EPA Office of Solid Waste, presented the Partner of the Year Award to Sharon Streicher (Right), Vice President of Facilities Management, Panasonic.

FOR IMMEDIATE RELEASE

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PANASONIC RECEIVES AWARD FROM EPA FOR ELECTRONICS RECYCLING

SECAUCUS, NJ (October 16, 2002) — In a ceremony held October 10 in Washington, D.C., the U.S. Environmental Protection Agency (EPA) honored Panasonic as a Partner of the Year in its WasteWise program. WasteWise, launched by the EPA in 1994, is a voluntary partnership program that provides guidance and recognition to the nearly 1,300 participating organizations working to find practical methods to reduce municipal solid waste. Panasonic was honored for its efforts in the WasteWise program's Electronics Challenge category.

Panasonic has proved itself to be on the forefront of electronics recycling. As a leading partner in the EPA's WasteWise program, Panasonic designed products for efficient disassembly and recycling and expanded a product evaluation process based

on life cycle assessment. The company developed electronic product waste reduction goals, initiated projects to meet these goals, and reported on the company's progress through WasteWise's annual reporting process.

On October 7, 2002, Panasonic received a commendation from the Commonwealth of Pennsylvania for its electronic recycling efforts in that state.

Panasonic has sponsored electronics collection events and has underwritten the costs of recycling its branded products at a variety of efforts throughout the United States. The company was the initial sponsor of the Best Buy Electronics Recycling Program, a store-based program where customers dropped off old or unwanted equipment that was then recycled.

Panasonic's active involvement in these types of efforts are part of the company's interest in developing an infrastructure for recycling electronic products in the U.S. and returning the materials contained in discarded products to commerce.

"Panasonic continues to increase its efforts to develop a collection and recycling infrastructure for American households as part of our corporate obligation to contribute to society," said David Thompson, Director of Panasonic's Corporate Environmental Department. "As a member of the Matsushita Electric family of companies worldwide, Panasonic actively promotes the importance of protecting the environment through energy conservation and the sustainable use of the earth's resources."

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 is the premier brand of 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 248 – 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.

For further information on the EPA's WasteWise program, visit www.epa.gov/wastewise, or contact the WasteWise Helpline at 1-800-EPA-WISE (372-9473).

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