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**FREE CONSUMER ELECTRONICS COLLECTION DAY AIMS TO EDUCATE
NEW JERSEY RESIDENTS ON RESPONSIBLE DISPOSAL OF ELECTRONIC
PRODUCTS**

***Consumer Electronics Manufacturers and Retailers Collaborate with
Environmental Agencies to Sponsor Recycling Event and
Environmental Awareness Day***

SECAUCUS, NJ (September 12, 2005) —To help raise awareness of proper recycling practices for electronics products, the Hudson County Improvement Authority, Hudson TMA, the Hackensack Riverkeeper, Phones4Life and the Rechargeable Battery Recycling Corporation have teamed up with Panasonic, Toshiba America Consumer Products LLC, Best Buy and Sharp Electronics Corporation to sponsor a recycling event on September 24, 2005, at the Panasonic headquarters in Secaucus, NJ. Residents from Bergen, Hudson and Passaic Counties are encouraged to bring unwanted or obsolete electronics to the event to be disposed of properly, free of charge, and to learn more about electronics products recycling and other environmental initiatives.

The National Safety Council projects that nearly 250 million computers will become obsolete in the next five years and mobile phones will be discarded at a rate of 130 million per year by 2005. Many electronics contain materials that could be harmful to our environment. Recycling will help reclaim the many valuable materials contained in these products.

“With many consumers making frequent technology changes, there is a serious need to educate consumers on how to properly dispose of outdated or unwanted electronics,” explained David Thompson, Director of Panasonic’s Corporate Environmental Department. “Recycling is vital to sustaining the environment we enjoy for the future.”

Over the last decade, the effort to educate the American public on the importance of recycling has succeeded in many ways. Thanks to government organizations, non-profits, corporations, and individuals, programs are now in place to help Americans easily recycle paper, plastic,

glass, cans, etc. However, the understanding of how and where to dispose of consumer electronics products still requires attention.

The event aims to be more than just a consumer electronic product drop-off. As part of this collaborative effort, residents are encouraged to bring their children for a day of educational games and activities on environmental issues. Free snacks will be available and visitors are invited to bring their cameras and take a picture with Hudson County Improvement Authority's mascot, Earth Boy. Also, all cell phones collected will be donated to the Hurricane relief efforts in the Gulf Coast.

Additionally, to help raise awareness of the importance of recycling, a team of local elementary students from Huber Street School in Secaucus will act as on-site news reporters as part of Panasonic's Kid Witness News (KWN) program. KWN is a hands-on video education program developed by Panasonic in more than 200 participating schools around the country. Under teacher supervision, students research, write, act in, produce, direct and edit videos which bring to life subjects they are learning about in school and in their everyday experiences. This team of students will be developing a video on the importance of recycling.

The event will take place on Saturday, September 24th from 9:00 a.m. – 2:00 p.m. at Panasonic's Corporate Headquarters, 50 Meadowlands Parkway, Secaucus, NJ. Electronics products, including computers and laptops, printers and scanners, televisions, VCRs, stereos, radios, monitors, telephones, cell phones and rechargeable batteries such as nickel metal hydride, nickel cadmium, lithium ion and small sealed lead acid batteries, will be accepted.

About Panasonic Consumer Electronics Company

Based in Secaucus, N.J., Panasonic Consumer Electronics Company is a division of Panasonic Corporation of North America, 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. Information about Panasonic and its products is available at www.panasonic.com. Additional company information for journalists is available at www.panasonic.com/pressroom.

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