FOR IMMEDIATE RELEASE

Assignments of Responsibilities to the Members of the Board of Directors

Osaka, Japan, February 1, 2013 -- Panasonic Corporation ([NYSE:PC/TSE:6752] “Panasonic”) announced the following assignments of responsibilities to the members of the Board of Directors, which were decided at the Board of Director’s Meeting held today, and will take effect on April 1, 2013.

1. Assignment of the Presidents of 4 Companies

<table>
<thead>
<tr>
<th>Name</th>
<th>New Responsibility</th>
<th>Current Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shusaku Nagae, Executive Vice</td>
<td>President, Eco Solutions Company</td>
<td>In charge of Solution Business President, Eco Solutions Company</td>
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<tr>
<td>President</td>
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</tr>
<tr>
<td>Yoshihiko Yamada, Senior</td>
<td>President, Automotive &amp; Industrial Systems Company</td>
<td>In charge of Industrial Devices Business</td>
</tr>
<tr>
<td>Managing Director</td>
<td></td>
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<tr>
<td>Kazunori Takami, Senior</td>
<td>President, Appliances Company</td>
<td>President, Appliances Company</td>
</tr>
<tr>
<td>Managing Director</td>
<td></td>
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</tr>
<tr>
<td>Yoshiyuki Miyabe, Managing</td>
<td>President, AVC Networks Company</td>
<td>In charge of Technology, Intellectual Property, and Panasonic</td>
</tr>
<tr>
<td>Director</td>
<td>In charge of Global Sourcing for Components and Devices</td>
<td>Start-up Fund Director, R&amp;D Division</td>
</tr>
<tr>
<td></td>
<td>Procurement, and System LSI Business Unit</td>
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</tbody>
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February 1, 2013
2. Assignment of Responsibilities to a Member of the Board of Directors

<table>
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<tr>
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