



Panasonic

Official Worldwide
Olympic Partner

Media Advisory

February 3, 2010

Panasonic to unveil its Olympic Pavilion, “Panasonic FULL HD 3D THEATRE”
Celebrations include presentation of Panasonic song “Shall Be Done” by opera diva Sarah Brightman

Vancouver, BC – Panasonic Corporation is proud to be opening the doors of its Olympic Pavilion featuring two full HD 3D theatres at LiveCity Vancouver Yaletown, official celebration site of the 2010 Olympic Winter Games. The Panasonic FULL HD 3D THEATRE will be open to the public February 12 to 28.

The Panasonic FULL HD 3D THEATRE at the 2010 Winter Games offers the public the first opportunity to experience a new era of immersive visual entertainment that will soon be available for consumers’ homes, with a 3D experience that easily rivals the best that can be seen in cinemas. Throughout the Games, the theatres will screen high definition, three dimensional video of the 2010 Opening Ceremony and highlights footage of the 2010 Games.

Media are invited to attend the launch of Panasonic’s Pavilion to experience the immersive experience of full HD 3D on the big screen with special guest soprano Sarah Brightman, who is helping launch the Panasonic song, “Shall Be Done”.

Date: Thursday, February 11

Time: 10:30 – 11:00 am – media check-in
11:00 – 11:30 am – press conference
11:30 – 11:45 am – screening in full HD 3D theatre
11:45 – 12:30 pm – media availability
(Refreshments will be served)

Location: Panasonic Pavilion, LiveCity Vancouver Yaletown, David Lam Park, 1300 Pacific Blvd, Vancouver

Notes: Media identification is required to attend the press conference. Media check in at Gate #1 on Drake at Pacific. Full security scan will be performed at gate. We recommend you arrive at 10:15 am to allow time to clear security.

Special guests:

Takumi Kajisha, Managing Executive Officer, Panasonic Corporation
Eisuke Tsuyuzaki, Chief Technology Officer, Panasonic North America
Sarah Brightman, Soprano
Victor Lucas, Creator and Co-host Electric Playground, Master of Ceremonies

Official Worldwide Olympic Partner

Panasonic is proud to support the Olympic movement—aimed at promoting world peace through sports—as an Official Worldwide Olympic Partner in the Audio and Visual Equipment category for more than 20 years since The Olympic Partner (TOP) Program commenced at the Calgary Olympic Winter Games in 1988. Under the slogan of "Sharing the Passion," Panasonic contributes to the success of the Olympic

Games through its technology. In 2007 Panasonic renewed the partnership with the International Olympic Committee through to the 2016 Olympic Games in Rio de Janeiro.

About Panasonic

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products for a wide range of consumer, business, and industrial needs. Based in Osaka, Japan, the company recorded consolidated net sales of 7.77 trillion yen (US\$78.4 billion) for the year ended March 31, 2009. The company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE: PC) stock exchanges. For more information on the company and the Panasonic brand, visit the company's website at <http://panasonic.net>.

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