

September 2008

As someone who knows Panasonic well and has done business with us, we wanted to inform you about an important step we are taking to consolidate our global branding. As of October 1, our parent company, Osaka, Japan-based Matsushita Electric Industrial Co., Ltd., will formally change its corporate name to Panasonic Corporation.

With the new name, Panasonic worldwide will renew its commitment to raise brand value and demonstrate industry leadership and excellence. Simultaneous with the adoption of the Panasonic brand as a new global company name, our parent company's stock will be traded on the New York Stock Exchange under a new stock symbol, "PC." This should help to raise shareholder value and make Panasonic more accessible to a wider range of new investors.

With these new global corporate measures, we are confident that the value of the Panasonic brand in North America will be significantly enhanced. At this exciting stage in our development, we wanted to take the opportunity to again thank you for your continued relationship with Panasonic and your interest in our success.

Sincerely,



Yoshi Yamada
Chairman and CEO



Joseph M. Taylor
Chief Operating Officer