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PANASONIC NAMED GLOBAL LEADER FOR BUSINESS PHONE SYSTEMS FOR FIRST HALF OF 2009

Research Data Confirms Panasonic is #1 in Business Phone Systems, Market Share Dominates SMB Market

Secaucus, NJ (October 19, 2009) – Panasonic System Networks Company of America, a leader in business telephone systems, today announced that Panasonic continues its global leadership in the business telephone market* by achieving #1 market share for the 1st and 2nd quarters of calendar year 2009. The new market information, released by the NJ-based information technology market research firm T3i Group, affirms Panasonic's leading position in the worldwide business telephony arena."

"For the second consecutive quarter in 2009 Panasonic has garnered top market share globally with strong leadership in the under-100-extension market," said Bill Taylor, the company's president. "Panasonic achieved 11% overall market share for the period worldwide, and enjoys a commanding 11 point lead over the next nearest vendor in the under 40 extension market, where our performance was especially strong."

The T3i report, *Global InfoTrack for Enterprise Communications*, highlights Panasonic's "attractive low-priced IP-capable systems, which are easy for dealers to sell to the SMB market." The executive summary also noted that Panasonic maintained consistent market performance from the 1st to the 2nd quarter while vendors were declining in 1Q or recovering in 2Q.

"Panasonic offers one of the industry's most comprehensive portfolios of reliable, affordable, and flexible solutions for small- and medium-sized businesses," added Taylor. "The Panasonic systems allow anytime, anywhere communications that help businesses thrive in this difficult economic environment."

* Defined by T3i Group LLC as the sum of key/hybrid, PBX, and converged business phone systems

**According to results published 09/09 by T3i Group LLC.

About Panasonic System Networks Company of America

Based in Secaucus, NJ, Panasonic System Networks Company of America is a division of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation (NYSE: PC) and the hub of Panasonic's U.S. branding, marketing, sales, service and R&D operations. Panasonic System Networks Company of America, which integrates the businesses of the former Panasonic Communications Company of North America and Panasonic System Solutions Company, is a comprehensive business-to-business enterprise solutions provider. The company is a leader in corded PBX/IP PBX telephony systems and offers a complete suite of office productivity solutions and home communication and networking solutions, including cordless phones, security cameras, interactive whiteboards and multi-function printers that provide convenience, style and ease-of-use for consumer and business applications. Information about Panasonic and its products is available at www.panasonic.com/bts. Additional company information for journalists is available at www.panasonic.com/pressroom.

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