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**PANASONIC WINS CALIFORNIA'S "WRAP" AWARD  
FOR ENVIRONMENTAL ACTIVITIES**

**SACRAMENTO, CA (November, 2004)** — The California Integrated Waste Management Board recently honored leading consumer electronics marketer Panasonic with its 2004 Waste Reduction Awards Program award, in recognition of the company's outstanding efforts to reduce waste and protect the environment. The award was presented to Panasonic's Cypress, CA facility during the observance of National Pollution Prevention Week, held each year in September. This marks the third time the company has been given a WRAP Award by the state of California.

Now in its 12th year, the Waste Board's WRAP awards recognize businesses that develop innovative and aggressive programs to reduce the amount of waste sent to landfills. Applicants are honored based on a set of criteria developed in cooperation with the business community. Practices evaluated include waste prevention, materials reuse, recycling, recycled-product procurement, and employee education. In 2003 the Cypress location recycled over 264 tons of material, diverting it from landfill.

"Through the efforts of Panasonic's local ISO 14001 Team, we were able to significantly expand the amount of shipping materials, like shrink wrap and plastic foam, that we recycled. Last year, we recycled more than 264 tons of materials that would have been normally disposed in local landfills. We credit the Company's commitment to the ISO 14001 Environmental Management System for consistently challenging us to develop new recycling and waste reduction opportunities," said Marcia Salans, Cypress Facility manager

Panasonic has been widely recognized for its environmentally responsible activities and practices, among them: designing products for efficient disassembly and recycling, making a concerted effort to increase the use of recycled materials and environment-conscious components and methods in its manufacturing processes, and making a wide array of Energy Star<sup>®</sup>-qualified products for consumer and commercial use. The company has been recognized by the U.S. Environmental Protection Agency (EPA), the U.S. Department of Energy (DOE) and by the state governments of DE, MD,

PA, VA and WV EPA for its ongoing activities in waste reduction, energy conservation and environmental protection.

“Panasonic has helped develop an infrastructure for recycling electronic products, and we continue to work closely with government agencies and recycling companies to expand our efforts in protecting the environment,” said David Thompson, Director of Panasonic's Corporate Environmental Department. “We are honored to accept this award.”

Consumers and members of the press can learn more about Panasonic’s environmental protection and energy conservation efforts at [www.panasonic.com/environmental](http://www.panasonic.com/environmental). For additional information about the WRAP Awards and a complete list of winners, please visit the Waste Board online at <http://www.ciwmb.ca.gov/WRAP>.

#### **About Panasonic**

Based in Secaucus, N.J., Matsushita Electric Corporation of America (Panasonic) is 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. Additional information on Matsushita Electric Corporation of America and Panasonic is available at [www.panasonic.com](http://www.panasonic.com). Additional company information for journalists is available at [www.panasonic.com/pressroom](http://www.panasonic.com/pressroom) or through the company’s toll-free fax-back system at 888-734-7490.

#### **About the California Integrated Waste Management Board**

The six-member Integrated Waste Management Board is responsible for protecting the public's health and safety and the environment through management of the 68 million tons of solid waste generated in California each year. The Board works in partnership with local government, industry, and the public to reduce waste disposal and ensure environmentally safe landfills. California now diverts 42 percent of its solid waste away from disposal.

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