

## **FOR IMMEDIATE RELEASE**

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## **PANASONIC RECOGNIZED FOR ENVIRONMENTAL LEADERSHIP WITH SEVENTH CONSECUTIVE ENERGY STAR® AWARD**

**WASHINGTON, D.C. (February 22, 2005)** – The United States Environmental Protection Agency (EPA) and the U.S. Department of Energy (DOE) have selected Panasonic as recipient of the Excellence in Product Labeling 2005 Award, recognizing the company's outstanding contribution to raising consumer awareness about reducing greenhouse gas emissions through its ENERGY STAR® product labeling. Panasonic is distinguished as the sole consumer electronics marketer to be honored for the seventh consecutive year for its proactive environmental protection and energy conservation practices.

The ENERGY STAR program is a partnership between the EPA, the DOE, product manufacturers, retailers and utilities, formed to promote the manufacture and use of energy-saving products to curb greenhouse gas emissions. More than 420 Panasonic product models meet or exceed ENERGY STAR performance levels.

"Panasonic continually strives to raise awareness of the importance of energy efficiency and conservation through its commitment to the ENERGY STAR initiatives and other environmental programs," said David Thompson, Director of Panasonic's Corporate Environmental Department. "Consumers who choose ENERGY STAR-labeled products not only help prevent global warming and promote cleaner air, they do it without sacrificing quality and performance while also saving hundreds of millions of dollars annually in electricity bills."

"We are delighted to again acknowledge Panasonic as a leader in manufacturing and promoting energy-efficient products," said Kathleen Hogan, director of EPA's Climate Protection Partnership Division.

Since the beginning of the ENERGY STAR program in 1992, more than one billion ENERGY STAR qualified products have been purchased in the U.S. Last year

alone, Americans, with the help of ENERGY STAR, saved about ten billion dollars on their energy bills while reducing the greenhouse gas emissions equivalent to those of 20 million cars.

“The ENERGY STAR program couldn't be such a success without the commitment of partners like Panasonic, which strive to bring quality and savings to consumers while helping to protect the environment for future generations,” said Hogan.

**About Panasonic**

Based in Secaucus, NJ, Panasonic Corporation of North America markets a broad line of digital and other electronics products for consumer, business and industrial use. The company is the principal North American subsidiary of Matsushita Electric Industrial Co., Ltd. (NYSE: MC) of Japan, and the hub of Panasonic's U.S. marketing, sales, service and R&D operations. Information about Panasonic products 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).

**About ENERGY STAR**

ENERGY STAR was introduced by the US Environmental Protection Agency in 1992 as a voluntary market-based partnership to reduce air pollution through increased energy efficiency. Today, with assistance from the Department of Energy, the ENERGY STAR program offers businesses and consumers energy-efficient solutions to save energy, money and help protect the environment for future generations. More than 7,000 organizations have become ENERGY STAR partners and are committed to improving the energy efficiency of products, homes and businesses. For more information about ENERGY STAR, visit [www.energystar.gov](http://www.energystar.gov) or call toll-free 1-888-STAR-YES (1-888-782-7937).

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