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PANASONIC LEADS GLOBAL PBX MARKET IN 2008
Leading Research Firm Confirms Panasonic is #1, with Substantial Lead over Competition, in PBX Phone Systems, Under 100 Extension Market

Secaucus, NJ (July 27, 2009) – Panasonic Communications Company of North America, a leader in business telephone systems, today announced that Panasonic has maintained its global leadership in the Corded PBX/IP PBX market for phone systems under 100 extensions (excluding Micro PBX systems) for the full calendar year 2008. The new market information, released by prominent information technology market research firm MZA, builds upon Panasonic's leading position in the worldwide business telephony arena.

"For the second year in a row Panasonic has garnered a 17% market share in the under-100 extension category," said Bill Taylor, President of Panasonic Communications Company of North America. "Panasonic has maintained its leadership since 2005 and continues to outpace the competition and pave the way for future innovations in this arena."

According to the MZA report — *The World PBX/IP PBX Market Competitive Environment 2009*, Panasonic is the market share leader among manufacturers of Corded PBX/IP PBX in the below 100 extension market (excluding Micro PBX) measured by volume of extensions sold. Panasonic maintained a full 6 point lead over NEC, the same market positions for both companies in 2007 as well. In addition to solidifying Panasonic's leadership position in the SMB market, the MZA research confirmed Panasonic's overall market lead for the second year in a row in the broader global PBX/IP PBX market, with a 12% share, edging out Cisco by 1 point.

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

*According to MZA Ltd., 2008 full year results published 6/09

About Panasonic Communications Company of North America

Based in Secaucus, NJ, Panasonic Communications Company of North America is a division of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation (NYSE: PC) – formerly Matsushita Electric Industrial Co., Ltd. of Japan – and the hub of Panasonic's U.S. branding, marketing, sales, service and R&D operations. Panasonic is the global 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, network cameras and photo 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. Additional company information for journalists is available at www.panasonic.com/pressroom.