

FOR IMMEDIATE RELEASE

ROB LOWE CHOOSES PANASONIC BUSINESS TELEPHONE SYSTEM

Distinguished Actor Uses Panasonic Phone System Throughout His California Estate

SECAUCUS, NJ (June 30, 2010) – Rob Lowe, the celebrated actor who was nominated for an Emmy Award for his portrayal of Sam Seaborn on the hit television series *The West Wing*, recently outfitted his estate in California with a [Panasonic business phone system](#), including more than 30 sophisticated desk phones and several DECT cordless phones. Mr. Lowe and his family chose Panasonic for their new home because they wanted a way to easily communicate from room to room within the house as well as on the surrounding grounds, which includes a pool area.

With the same type of research and preparation that he brings to his acting, Rob Lowe and his wife concluded that a complete Panasonic phone system was the best fit for their home and lifestyle. “We’ve had really good luck with Panasonic in the past, and we know the company has incredible systems for business and home,” Mr. Lowe said, noting that ease-of-use, mobility and the means to “have as many extensions as you need” were key factors in his decision to go with Panasonic.

“The system and the phones are really easy to use and set up,” Mr. Lowe said. “There was no learning curve or heavy training involved to get started. The system is reliable and we’ve had no down time—you just pick up the phone and you’re good to go!”

“Panasonic’s phones also go well with our décor, and for mobility we’re using the new DECT 6.0 cordless handsets, which give us the freedom to go from room to room, even out onto the grounds,” Mr. Lowe continued. “We don’t have to worry about dropped calls, and the sound and range are pretty incredible. The phones are also extremely secure.”

Rob Lowe, who rose to fame in the 1980s after appearing in such iconic movies as *The Outsiders* and *St. Elmo’s Fire*, supports a number of causes, including Best Buddies, a non-profit organization dedicated to establishing a global volunteer movement that creates opportunities for one-to-one friendships, integrated employment and leadership development for people with intellectual and developmental disabilities and the Dream Foundation, the first national wish granting organization for adults suffering life-threatening illness.

“As a market leader, Panasonic is committed to delivering innovative features and superior performance, qualities that led to Rob Lowe’s decision to choose our products for his home,” said Bill Taylor, President of Panasonic System Networks Company of America. “Mr. Lowe is also quite concerned about environmental issues and Panasonic is serious about its commitment to environmental responsibility, another issue that was appealing to him. Our new DECT line uses 100% recycled packaging materials, and our new models are Energy Star® compliant, which means they use about 1/3 less energy than non-qualified models.”

To view a video with Rob Lowe and for information on Panasonic phones, please visit <http://www.panasonic.com/business/office/telephone-systems/resources-support/success-stories.aspx>.

About Panasonic System Networks Company of America

Based in Secaucus, NJ, Panasonic System Networks Company of America, is a unit of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation (NYSE: [PC](#)). A comprehensive business-to-business solutions provider, the company develops and delivers reliable, affordable, and flexible solutions for communication, collaboration, security and productivity. The complete suite of solutions addresses home and business communications, security and surveillance systems, retail information systems, office productivity solutions, and high definition visual conferencing, keeping Panasonic customers connected, informed, accessible and secure. Information is available at www.panasonic.com/psna. Additional company information for journalists is available at www.panasonic.com/pressroom.

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