

## PANASONIC NAMED LEADER IN SMALL BUSINESS PHONE SYSTEMS FOR 2009 IN NORTH AMERICA

*Research Data Confirms Panasonic Is #1 in Small Business Phone Systems; Leads in Market Share for Full Year 2009*

**Secaucus, NJ (May 12, 2010)** – Panasonic System Networks Company of America, a leader in business telephone systems, today announced that it continued to lead the North American small business telephone market\* by achieving #1 market share for the calendar year 2009 in North America. The new market information, released by the Parsippany, NJ-based information technology market research firm T3i Group, affirms Panasonic's leading position in both the U.S. and Canadian markets in the business telephony arena.\*\*

The T3i report, *InfoTrack for Enterprise Communications*, reports that Panasonic achieved 17% market share for the U.S. market. The executive summary also notes that "Panasonic revenues grew due to a shift to IP-enhanced platforms."

"Panasonic offers one of the industry's most comprehensive portfolios of reliable, affordable, and flexible solutions for small and medium-sized businesses," said Bill Taylor, President of Panasonic System Networks Company of America. "Business decision-makers know that they can count on Panasonic solutions to deliver exceptional performance and enhanced productivity, which translates into an improved bottom line for our customers."

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

\*\*According to results published in April 2010 by T3i Group LLC.

### **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](http://www.panasonic.com/psna). Additional company information for journalists is available at [www.panasonic.com/pressroom](http://www.panasonic.com/pressroom).

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