

February 27, 2013

FOR IMMEDIATE RELEASE

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## **Panasonic Announces Proposed Senior Management Changes**

Osaka, Japan, February 27, 2013 - Panasonic Corporation ([NYSE:PC/TSE:6752] "Panasonic"), today announced the following changes of the members of the Board of Directors, Corporate Auditors and Executive Officers, effective April 1, 2013, and proposed changes of the members of the Board of Directors, and the Board of Corporate Auditors effective June 26, 2013. These proposed changes will be submitted for and subject to approval at the company's ordinary general meeting of shareholders to be held on June 26, 2013.

### **1. Members of the Board of Directors (Effective April 1)**

Title	Name	Responsibilities
Chairman of the Board	Fumio Ohtsubo	
Vice Chairman of the Board	Masayuki Matsushita	
President	Kazuhiro Tsuga	
Executive Vice President	Yasuo Katsura	
Executive Vice President	Shusaku Nagae	President, Eco Solutions Company

Title	Name	Responsibilities
Senior Managing Director	Ikusaburo Kashima	In charge of Legal Affairs, Risk Management, Information Security, Business Ethics, and International Affairs Director, Legal Affairs Division
Senior Managing Director	Yoshihiko Yamada	President, Automotive & Industrial Systems Company
Senior Managing Director	Yoshiiku Miyata	Representative in Tokyo
Senior Managing Director	Kazunori Takami	President, Appliances Company
Managing Director	Takashi Toyama	In charge of Planning and BPR Project
Managing Director	Hideaki Kawai	In charge of Accounting and Finance, and Groupwide Cost Busters Project
Managing Director	Yoshiyuki Miyabe	President, AVC Networks Company In charge of Global Sourcing for Components and Devices Procurement, and System LSI Business Division

Title	Name	Responsibilities
Managing Director	Yoshiaki Nakagawa	In charge of Human Resources, General Affairs, Social Relations, and Facility Management Director, Human Resources & General Affairs Division
Managing Director	Mamoru Yoshida	In charge of Technology, Intellectual Property, Information Systems, and Panasonic Start-up Fund Director, R&D Division
Director	Ikuo Uno	
Director	Masayuki Oku	

Notes: The Chairman of the Board of Directors, Vice Chairman of the Board of Directors, President, Executive Vice Presidents and Senior Managing Directors are Representative Directors and severally represent the company.

Ikuo Uno and Masayuki Oku are outside directors of the company as stipulated in Article 2, Paragraph 15 of the Company Law of Japan.

## 2. Members of the Board of Corporate Auditors (Effective April 1)

Title	Name	Responsibilities
Senior Corporate Auditor	Seiichiro Sano	
Senior Corporate Auditor	Yoshihiro Furuta	Chairman, Panasonic Group Auditors Meeting
Corporate Auditor	Yasuo Yoshino	
Corporate Auditor	Ikuo Hata	
Corporate Auditor	Hiroyuki Takahashi	

Note: Yasuo Yoshino, Ikuo Hata and Hiroyuki Takahashi are outside corporate auditors.

### 3. Executive Officers (Effective April 1)

Title	Name	Responsibilities
Senior Managing Executive Officer	Takumi Kajisha	In charge of Corporate Communications, Advertising, and Citizenship Director, Groupwide Brand Communications Division
Managing Executive Officer	Masatoshi Harada	Representative in Kansai
Managing Executive Officer	Laurent Abadie	Regional Head for Europe & CIS Chairman & CEO, Panasonic Europe Ltd. Managing Director, Panasonic Marketing Europe GmbH
Managing Executive Officer	Yorihisa Shiokawa	Regional Head for Asia, the Middle East & Africa Managing Director, Panasonic Asia Pacific Pte. Ltd.
Managing Executive Officer	Jun Ishii	Director, Government and External Relations Division
Managing Executive Officer	Tsuyoshi Nomura	In charge of Manufacturing Innovation, Quality Administration, FF Customer Support & Management, Environmental Affairs, Procurement, Logistics, and Motor Business Administration Office Director, Global Manufacturing Division

Title	Name	Responsibilities
Managing Executive Officer	Joseph Taylor**	Regional Head for North America Chairman & CEO, Panasonic Corporation of North America President, Panasonic Consumer Marketing Company of North America
Managing Executive Officer	Yoshio Ito**	Senior Vice President, Automotive & Industrial Systems Company In charge of Industrial Business
Managing Executive Officer	Hidetoshi Osawa**	Regional Head for China & Northeast Asia Chairman, Panasonic Corporation of China
Managing Executive Officer	Yukio Nakashima**	Director, Consumer Marketing Sector for Japan Region In charge of Design
Executive Officer	Shiro Nishiguchi	Senior Vice President, AVC Networks Company In charge of Consumer Business
Executive Officer	Kenji Yamane	President, Panasonic Healthcare Co., Ltd.
Executive Officer	Yasutomo Fukui	In charge of Information Systems

Title	Name	Responsibilities
Executive Officer	Katsuhiko Fujiwara	Senior Vice President, Appliances Company In charge of Devices Business, New Business, and Quality Operations
Executive Officer	Masahisa Shibata	Senior Vice President, Automotive & Industrial Systems Company In charge of Automotive Business
Executive Officer	Toshiyuki Takagi	Senior Vice President, AVC Networks Company President, Panasonic System Networks Co., Ltd. In charge of Panasonic Mobile Communications Co., Ltd. and IT Products Business Division
Executive Officer	Machiko Miyai	In charge of Lifestyle Research for New Markets, R&D Division
Executive Officer	Masahiro Ido	Vice President, Eco Solutions Company In charge of Planning Director, Customer Communication Center
Executive Officer	Satoshi Takeyasu	Associate Director, Groupwide Brand Communications Division
Executive Officer	Norihisa Mimura*	Senior Vice President, Appliances Company In charge of Cold Chain Business Director, Air-Conditioner Business Division

Title	Name	Responsibilities
Executive Officer	Yasuji Enokido*	Senior Vice President, AVC Networks Company In charge of Imaging Business Division, Media Business Division, Visual Systems Business Division, and Panasonic Plasma Display Co., Ltd.
Executive Officer	Paul Margis*	Senior Vice President, AVC Networks Company In charge of Avionics Business Division Director, Avionics Business Division

**4. Resignation and Appointments of the Members of the Board of Directors  
(Effective June 26)**

Resignation:

Name	New Responsibility	Current Responsibility
Yasuo Katsura	Corporate Advisor	Executive Vice President

Assignment:

Title	Name	Current Responsibilities
Managing Director	Tsuyoshi Nomura	Managing Executive Officer In charge of Manufacturing Innovation, Quality Administration, FF Customer Support & Management, Environmental Affairs, Procurement, Logistics, and Motor Business Administration Office Director, Global Manufacturing Division
Director	Hiroko Ota	Professor, National Graduate Institute for Policy Studies

**5. Members of the Board of Directors (Effective June 26)**

Title	Name	Responsibilities
Chairman of the Board	Fumio Ohtsubo	
Vice Chairman of the Board	Masayuki Matsushita	
President	Kazuhiro Tsuga	
Executive Vice President	Shusaku Nagae	President, Eco Solutions Company
Senior Managing Director	Ikusaburo Kashima	In charge of Legal Affairs, Risk Management, Information Security, Business Ethics, and International Affairs Director, Legal Affairs Division
Senior Managing Director	Yoshihiko Yamada	President, Automotive & Industrial Systems Company
Senior Managing Director	Yoshiiku Miyata	Representative in Tokyo
Senior Managing Director	Kazunori Takami	President, Appliances Company
Managing Director	Takashi Toyama	In charge of Planning and BPR Project
Managing Director	Hideaki Kawai	In charge of Accounting and Finance, and Groupwide Cost Busters Project
Managing Director	Yoshiyuki Miyabe	President, AVC Networks Company In charge of Global Sourcing for Components and Devices Procurement, and System LSI Business Division
Managing Director	Yoshiaki Nakagawa	In charge of Human Resources, General Affairs, Social Relations, and Facility Management Director, Human Resources & General Affairs Division



Title	Name	Responsibilities
Managing Director	Mamoru Yoshida	In charge of Technology, Intellectual Property, Information Systems, and Panasonic Start-up Fund Director, R&D Division
Managing Director	Tsuyoshi Nomura*	In charge of Manufacturing Innovation, Quality Administration, FF Customer Support & Management, Environmental Affairs, Procurement, Logistics, and Motor Business Administration Office Director, Global Manufacturing Division
Director	Ikuo Uno	
Director	Masayuki Oku	
Director	Hiroko Ota*	

Notes: The Chairman of the Board of Directors, Vice Chairman of the Board of Directors, President, Executive Vice Presidents and Senior Managing Directors are Representative Directors and severally represent the company.

Ikuo Uno, Masayuki Oku and Hiroko Ota are outside directors of the company as stipulated in Article 2, Paragraph 15 of the Company Law of Japan.

## 6. Members of the Board of Corporate Auditors (Effective June 26)

Title	Name	Responsibilities
Senior Corporate Auditor	Seiichiro Sano	
Senior Corporate Auditor	Yoshihiro Furuta	Chairman, Panasonic Group Auditors Meeting
Corporate Auditor	Yasuo Yoshino	
Corporate Auditor	Ikuo Hata	
Corporate Auditor	Hiroyuki Takahashi	

Note: Yasuo Yoshino, Ikuo Hata and Hiroyuki Takahashi are outside corporate auditors.

## 7. Executive Officers (Effective June 26)

Title	Name	Responsibilities
Senior Managing Executive Officer	Takumi Kajisha	In charge of Corporate Communications, Advertising, and Citizenship Director, Groupwide Brand Communications Division
Managing Executive Officer	Masatoshi Harada	Representative in Kansai
Managing Executive Officer	Laurent Abadie	Regional Head for Europe & CIS Chairman & CEO, Panasonic Europe Ltd. Managing Director, Panasonic Marketing Europe GmbH

Title	Name	Responsibilities
Managing Executive Officer	Yorihisa Shiokawa	Regional Head for Asia, the Middle East & Africa Managing Director, Panasonic Asia Pacific Pte. Ltd.
Managing Executive Officer	Jun Ishii	Director, Government and External Relations Division
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Managing Executive Officer	Yoshio Ito	Senior Vice President, Automotive & Industrial Systems Company In charge of Industrial Business
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Executive Officer	Shiro Nishiguchi	Senior Vice President, AVC Networks Company In charge of Consumer Business
Executive Officer	Kenji Yamane	President, Panasonic Healthcare Co., Ltd.
Executive Officer	Yasutomo Fukui	In charge of Information Systems
Executive Officer	Katsuhiko Fujiwara	Senior Vice President, Appliances Company In charge of Devices Business, New Business, and Quality Operations
Executive Officer	Masahisa Shibata	Senior Vice President, Automotive & Industrial Systems Company In charge of Automotive Business

Title	Name	Responsibilities
Executive Officer	Toshiyuki Takagi	Senior Vice President, AVC Networks Company President, Panasonic System Networks Co., Ltd. In charge of Panasonic Mobile Communications Co., Ltd. and IT Products Business Division
Executive Officer	Machiko Miyai	In charge of Lifestyle Research for New Markets, R&D Division
Executive Officer	Masahiro Ido	Vice President, Eco Solutions Company In charge of Planning Director, Customer Communication Center
Executive Officer	Satoshi Takeyasu	Associate Director, Groupwide Brand Communications Division
Executive Officer	Norihisa Mimura	Senior Vice President, Appliances Company In charge of Cold Chain Business Director, Air-Conditioner Business Division
Executive Officer	Yasuji Enokido	Senior Vice President, AVC Networks Company In charge of Imaging Business Division, Media Business Division, Visual Systems Business Division, and Panasonic Plasma Display Co., Ltd.
Executive Officer	Paul Margis	Senior Vice President, AVC Networks Company In charge of Avionics Business Division Director, Avionics Business Division

Note: \* newly appointed  
\*\* promoted

## About Panasonic

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products in three business fields, consumer, components & devices, and solutions. Based in Osaka, Japan, the Company recorded consolidated net sales of 7.85 trillion yen for the year ended March 31, 2012. Panasonic's stock is listed on the Tokyo, Osaka, Nagoya and New York (NYSE:PC) Stock Exchanges. The Company has the vision of becoming the No. 1 Green Innovation Company in the Electronics Industry by the 100th year of its founding in 2018. For more information on Panasonic, its brand and commitment to sustainability, visit the company's website at <http://panasonic.net/>.