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FOR IMMEDIATE RELEASE

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Panasonic Announces Proposed Senior Management Changes

Osaka, Japan, February 26, 2014 - Panasonic Corporation ([TSE:6752] "Panasonic"), today announced the following changes of the members of the Board of Directors and Executive Officers, effective April 1, 2014, and proposed changes of the members of the Board of Directors and the Board of Audit & Supervisory Board Members effective June 26, 2014. These proposed changes will be submitted for and subject to approval at the company's ordinary general meeting of shareholders, and at the Board of Directors' Meeting and the Audit & Supervisory Board Members' Meeting to be held on June 26, 2014.

1. Resignation of Executive Officers and others (Effective March 31)

Name	New Responsibility (Effective April 1)	Current Responsibility
Takumi Kajisha	Corporate Advisor	Senior Managing Executive Officer In charge of Corporate Sports Promotion
Masatoshi Harada	Corporate Advisor	Managing Executive Officer Representative in Kansai
Kenji Yamane	Corporate Advisor President, Panasonic Healthcare Co., Ltd.	Executive Officer President, Panasonic Healthcare Co., Ltd.
Katsuhiko Fujiwara	Corporate Advisor	Executive Officer Senior Vice President, Appliances Company In charge of Devices Business, New Business, and Quality Operations

Name	New Responsibility (Effective April 1)	Current Responsibility
Machiko Miyai	Corporate Advisor	Executive Officer In charge of Lifestyle Research for New Markets, R&D Division
Masato Ito	Corporate Advisor	President, Member of the Board, SANYO Electric Co., Ltd.
Hidetsugu Uji	Corporate Advisor	Regional Head for Latin America President, Panasonic Latin America President, Panasonic Marketing Latin America

2. Assignment of Responsibilities as Executive Officers (Effective April 1)

Title	Name	Current Responsibility
Executive Officer	Makoto Kitano	Vice President, Eco Solutions Company Director, Lighting Business Division
Executive Officer	Junichiro Kitagawa	Managing Director, Panasonic Consumer Marketing Asia Pacific, Panasonic Asia Pacific Pte. Ltd.
Executive Officer	Daizo Ito	President, Panasonic India Pvt. Ltd.
Executive Officer	Shinji Sakamoto	Director, Portable Rechargeable Battery Business Division, SANYO Electric Co., Ltd.
Executive Officer	Yuki Kusumi	Director, Television Business Division, AVC Networks Company

3. Members of the Board of Directors, Executive Officers, and their Responsibilities (Effective April 1)

Underlined: Changed responsibilities

Title	Name	New Responsibility (Effective April 1)	Current Responsibility
Chairman of the Board	Shusaku Nagae		
Vice Chairman of the Board	Masayuki Matsushita		
President	Kazuhiro Tsuga		
Executive Vice President	Yoshihiko Yamada (Promotion)	<u>In charge of Strategic Regions</u>	<u>President, Automotive & Industrial Systems Company</u>
Senior Managing Director	Ikusaburo Kashima		<u>In charge of Legal Affairs, Risk Management, Information Security, Business Ethics, and International Affairs Director, Legal Affairs Division</u>
Senior Managing Director	Yoshiiku Miyata		<u>Representative in Tokyo</u>
Senior Managing Director	Kazunori Takami	President, Appliances Company In charge of Consumer Business	President, Appliances Company In charge of Consumer Business
Senior Managing Director	Hideaki Kawai (Promotion)	In charge of Accounting and Finance, and Groupwide Cost Busters Project	In charge of Accounting and Finance, and Groupwide Cost Busters Project
Senior Managing Director	Yoshiyuki Miyabe (Promotion)	President, AVC Networks Company In charge of Global Sourcing for Components and Devices Procurement, and System LSI Business Division	President, AVC Networks Company In charge of Global Sourcing for Components and Devices Procurement, and System LSI Business Division
Senior Managing Director	Tamio Yoshioka (Promotion)	President, Eco Solutions Company In charge of Construction Safety Regulations Administration Department	President, Eco Solutions Company In charge of Construction Safety Regulations Administration Department
Managing Director	Takashi Toyama	<u>Representative in Tokyo</u> <u>In charge of Government and External Relations</u> Director, Government and External Relations Division In charge of Tokyo Olympic Business Promotion	Director, Government and External Relations Division In charge of Tokyo Olympic Business Promotion <u>In charge of Panasonic Healthcare Co., Ltd.</u>

Underlined: Changed responsibilities

Title	Name	New Responsibility (Effective April 1)	Current Responsibility
Managing Director	Yoshiaki Nakagawa	<u>President, Member of the Board, SANYO Electric Co., Ltd.</u>	<u>In charge of General Affairs, Social Relations, and Facility Management</u>
Managing Director	Mamoru Yoshida	In charge of Technology, Intellectual Property, and Panasonic Start-up Fund Director, R&D Division	In charge of Technology, Intellectual Property, <u>Information Systems</u> , 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	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		
Senior Audit & Supervisory Board Member	Seiichiro Sano		
Senior Audit & Supervisory Board Member	Yoshihiro Furuta	Chairman of The Meeting of Panasonic Group Audit & Supervisory Board Members	Chairman of The Meeting of Panasonic Group Audit & Supervisory Board Members
Audit & Supervisory Board Member	Ikuo Hata		
Audit & Supervisory Board Member	Hiroyuki Takahashi		

Underlined: Changed responsibilities

Title	Name	New Responsibility (Effective April 1)	Current Responsibility
Senior Managing Executive Officer	Yoshio Ito (Promotion)	<u>President</u> , Automotive & Industrial Systems Company In charge of Industrial Business <u>In charge of Panasonic Liquid Crystal Display Co., Ltd.</u>	<u>Senior Vice President</u> , Automotive & Industrial Systems Company In charge of Industrial Business
Managing Executive Officer	Laurent Abadie	Regional Head for Europe & CIS Chairman & CEO, Panasonic Europe Ltd. Managing Director, Panasonic Marketing Europe GmbH	Regional Head for Europe & CIS Chairman & CEO, Panasonic Europe Ltd. Managing Director, Panasonic Marketing Europe GmbH
Managing Executive Officer	Yorihisa Shiokawa	<u>Regional Head for Latin America</u> <u>President, Panasonic Latin America</u> <u>President, Panasonic Marketing Latin America</u>	<u>Regional Head for Asia, the Middle East & Africa</u> <u>Managing Director, Panasonic Asia Pacific Pte. Ltd.</u>
Managing Executive Officer	Jun Ishii	In charge of Human Resources, <u>Legal Affairs, Risk Management, Information Security, Business Ethics, and Information Systems</u> <u>Director, Legal Affairs Division</u>	In charge of Human Resources
Managing Executive Officer	Joseph Taylor	Regional Head for North America Chairman & CEO, Panasonic Corporation of North America	Regional Head for North America Chairman & CEO, Panasonic Corporation of North America
Managing Executive Officer	Hidetoshi Osawa	Regional Head for China & Northeast Asia Chairman, Panasonic Corporation of China	Regional Head for China & Northeast Asia Chairman, Panasonic Corporation of China
Managing Executive Officer	Yukio Nakashima	Director, Consumer Marketing Sector for Japan Region <u>Director, Consumer Marketing Division (Japan)</u> In charge of Design	Director, Consumer Marketing Sector for Japan Region In charge of Design
Managing Executive Officer	Masahisa Shibata (Promotion)	Senior Vice President, Automotive & Industrial Systems Company In charge of Automotive Business	Senior Vice President, Automotive & Industrial Systems Company In charge of Automotive Business

Underlined: Changed responsibilities

Title	Name	New Responsibility (Effective April 1)	Current Responsibility
Executive Officer	Shiro Nishiguchi	<u>Senior Vice President, Appliances Company</u> <u>In charge of Planning</u>	<u>Senior Vice President, AVC Networks Company</u> <u>In charge of Consumer Business</u>
Executive Officer	Yasutomo Fukui	<u>In charge of General Affairs, Social Relations, Facility Management, and Corporate Sports Promotion</u>	<u>In charge of Information Systems</u>
Executive Officer	Toshiyuki Takagi	Senior Vice President, AVC Networks Company In charge of System Products Business President, Panasonic System Networks Co., Ltd. In charge of Panasonic Mobile Communications Co., Ltd.	Senior Vice President, AVC Networks Company In charge of System Products Business President, Panasonic System Networks Co., Ltd. In charge of Panasonic Mobile Communications Co., Ltd.
Executive Officer	Masahiro Ido	<u>In charge of Solution Sales</u> Director, Tokyo Olympic Enterprise Division	<u>Vice President, Eco Solutions Company</u> <u>In charge of Planning</u> Director, <u>Customer Communication Center</u> Director, Tokyo Olympic Enterprise Division
Executive Officer	Satoshi Takeyasu	In charge of Corporate Communications, Advertising, and Citizenship Director, Groupwide Brand Communications Division	In charge of Corporate Communications, Advertising, and Citizenship Director, Groupwide Brand Communications Division
Executive Officer	Norihisa Mimura	Senior Vice President, Appliances Company <u>In charge of Air-Conditioner and Refrigeration, Air Conditioning & Heating Devices Business</u> Director, Air-Conditioner Business Division	Senior Vice President, Appliances Company <u>In charge of Air-Conditioner and Refrigeration Devices Business</u> Director, Air-Conditioner Business Division
Executive Officer	Yasuji Enokido	Senior Vice President, AVC Networks Company In charge of System Solutions Business	Senior Vice President, AVC Networks Company In charge of System Solutions Business, <u>Panasonic Plasma Display Co., Ltd., and Panasonic Liquid Crystal Display Co., Ltd.</u>
Executive Officer	Paul Margis	Senior Vice President, AVC Networks Company In charge of Avionics Business Director, Avionics Business Division	Senior Vice President, AVC Networks Company In charge of Avionics Business Director, Avionics Business Division

Underlined: Changed responsibilities

Title	Name	New Responsibility (Effective April 1)	Current Responsibility
Executive Officer	Mototsugu Sato	In charge of Planning, BPR Project, and Business Creation Project	In charge of Planning, BPR Project, and Business Creation Project
Executive Officer	Tetsuro Homma	Senior Vice President, Appliances Company <u>In charge of Cold Chain and Home Appliances Business</u> Director, Refrigerator Business Division	Senior Vice President, Appliances Company <u>In charge of Cold Chain Business</u> Director, Refrigerator Business Division
Executive Officer	Makoto Kitano (New appointment)	Vice President, Eco Solutions Company Director, Lighting Business Division	Vice President, Eco Solutions Company Director, Lighting Business Division
Executive Officer	Junichiro Kitagawa (New appointment)	<u>Regional Head for Southeast Asia and Oceania</u> <u>Managing Director, Panasonic Asia Pacific Pte. Ltd.</u> Managing Director, Panasonic Consumer Marketing Asia Pacific	Managing Director, Panasonic Consumer Marketing Asia Pacific, Panasonic Asia Pacific Pte. Ltd.
Executive Officer	Daizo Ito (New appointment)	<u>Regional Head for India, South Asia, Middle East and Africa</u> President, Panasonic India Pvt. Ltd.	President, Panasonic India Pvt. Ltd.
Executive Officer	Shinji Sakamoto (New appointment)	<u>Senior Vice President, Automotive & Industrial Systems Company</u> <u>In charge of Energy Business</u> Director, Portable Rechargeable Battery Business Division, SANYO Electric Co., Ltd.	Director, Portable Rechargeable Battery Business Division, SANYO Electric Co., Ltd.
Executive Officer	Yuki Kusumi (New appointment)	<u>Senior Vice President, Appliances Company</u> <u>In charge of Home Entertainment, Beauty and Living Business</u> <u>Director, Home Entertainment Business Division</u>	<u>Director, Television Business Division, AVC Networks Company</u>

4. Resignation and Assignment of the Members of the Board of Directors and Audit & Supervisory Board Members (Effective June 26)

Resignation:

Name	New Responsibility (Effective June 26)	Current Responsibility (Effective April 1)
Ikusaburo Kashima	Corporate Advisor	Senior Managing Director
Yoshiiku Miyata	Corporate Advisor	Senior Managing Director
Yoshiaki Nakagawa	President, Member of the Board, SANYO Electric Co., Ltd.	Managing Director President, Member of the Board, SANYO Electric Co., Ltd.
Hiroyuki Takahashi		Audit & Supervisory Board Member

Assignment:

Title	Name	Current Responsibility (Effective April 1)
Senior Managing Director	Yoshio Ito	Senior Managing Executive Officer President, Automotive & Industrial Systems Company In charge of Industrial Business In charge of Panasonic Liquid Crystal Display Co., Ltd.
Managing Director	Jun Ishii	Managing Executive Officer In charge of Human Resources, Legal Affairs, Risk Management, Information Security, Business Ethics, and Information Systems Director, Legal Affairs Division
Director	Mototsugu Sato	Executive Officer In charge of Planning, BPR Project, and Business Creation Project

Assignment:

Title	Name	Current Responsibility
Audit & Supervisory Board Member	Yoshio Sato	President and CEO, Sumitomo Life Insurance Company
Audit & Supervisory Board Member	Toshio Kinoshita	Director, The Japanese Institute of Certified Public Accountants Certified Public Accountant

5. Members of the Board of Directors, Executive Officers, and their Responsibilities (Effective June 26)

Title	Name	New Responsibility (Effective June 26)	Current Responsibility (Effective April 1)
Chairman of the Board	Shusaku Nagae		
Vice Chairman of the Board	Masayuki Matsushita		
President	Kazuhiro Tsuga		
Executive Vice President	Yoshihiko Yamada	In charge of Strategic Regions	In charge of Strategic Regions
Senior Managing Director	Kazunori Takami	President, Appliances Company In charge of Consumer Business	President, Appliances Company In charge of Consumer Business
Senior Managing Director	Hideaki Kawai	In charge of Accounting and Finance, and Groupwide Cost Busters Project	In charge of Accounting and Finance, and Groupwide Cost Busters Project
Senior Managing Director	Yoshiyuki Miyabe	President, AVC Networks Company In charge of Global Sourcing for Components and Devices Procurement, and System LSI Business Division	President, AVC Networks Company In charge of Global Sourcing for Components and Devices Procurement, and System LSI Business Division
Senior Managing Director	Yoshio Ito (New appointment)	President, Automotive & Industrial Systems Company In charge of Industrial Business In charge of Panasonic Liquid Crystal Display Co., Ltd.	President, Automotive & Industrial Systems Company In charge of Industrial Business In charge of Panasonic Liquid Crystal Display Co., Ltd.
Senior Managing Director	Tamio Yoshioka	President, Eco Solutions Company In charge of Construction Safety Regulations Administration Department	President, Eco Solutions Company In charge of Construction Safety Regulations Administration Department
Managing Director	Takashi Toyama	Representative in Tokyo In charge of Government and External Relations Director, Government and External Relations Division In charge of Tokyo Olympic Business Promotion	Representative in Tokyo In charge of Government and External Relations Director, Government and External Relations Division In charge of Tokyo Olympic Business Promotion

Title	Name	New Responsibility (Effective June 26)	Current Responsibility (Effective April 1)
Managing Director	Jun Ishii (New appointment)	In charge of Human Resources, Legal Affairs, Risk Management, Information Security, Business Ethics, and Information Systems Director, Legal Affairs Division	In charge of Human Resources, Legal Affairs, Risk Management, Information Security, Business Ethics, and Information Systems Director, Legal Affairs Division
Managing Director	Mamoru Yoshida	In charge of Technology, Intellectual Property, and Panasonic Start-up Fund Director, R&D Division	In charge of Technology, Intellectual Property, 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	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		
Director	Mototsugu Sato (New appointment)	In charge of Planning, BPR Project, and Business Creation Project	In charge of Planning, BPR Project, and Business Creation Project
Senior Audit & Supervisory Board Member	Seiichiro Sano		
Senior Audit & Supervisory Board Member	Yoshihiro Furuta	Chairman of The Meeting of Panasonic Group Audit & Supervisory Board Members	Chairman of The Meeting of Panasonic Group Audit & Supervisory Board Members
Audit & Supervisory Board Member	Yoshio Sato (New appointment)		
Audit & Supervisory Board Member	Ikuo Hata		
Audit & Supervisory Board Member	Toshio Kinoshita (New appointment)		

Title	Name	New Responsibility (Effective June 26)	Current Responsibility (Effective April 1)
Managing Executive Officer	Laurent Abadie	Regional Head for Europe & CIS Chairman & CEO, Panasonic Europe Ltd. Managing Director, Panasonic Marketing Europe GmbH	Regional Head for Europe & CIS Chairman & CEO, Panasonic Europe Ltd. Managing Director, Panasonic Marketing Europe GmbH
Managing Executive Officer	Yorihisa Shiokawa	Regional Head for Latin America President, Panasonic Latin America President, Panasonic Marketing Latin America	Regional Head for Latin America President, Panasonic Latin America President, Panasonic Marketing Latin America
Managing Executive Officer	Joseph Taylor	Regional Head for North America Chairman & CEO, Panasonic Corporation of North America	Regional Head for North America Chairman & CEO, Panasonic Corporation of North America
Managing Executive Officer	Hidetoshi Osawa	Regional Head for China & Northeast Asia Chairman, Panasonic Corporation of China	Regional Head for China & Northeast Asia Chairman, Panasonic Corporation of China
Managing Executive Officer	Yukio Nakashima	Director, Consumer Marketing Sector for Japan Region Director, Consumer Marketing Division (Japan) In charge of Design	Director, Consumer Marketing Sector for Japan Region Director, Consumer Marketing Division (Japan) In charge of Design
Managing Executive Officer	Masahisa Shibata	Senior Vice President, Automotive & Industrial Systems Company In charge of Automotive Business	Senior Vice President, Automotive & Industrial Systems Company In charge of Automotive Business

Title	Name	New Responsibility (Effective June 26)	Current Responsibility (Effective April 1)
Executive Officer	Shiro Nishiguchi	Senior Vice President, Appliances Company In charge of Planning	Senior Vice President, Appliances Company In charge of Planning
Executive Officer	Yasutomo Fukui	In charge of General Affairs, Social Relations, Facility Management, and Corporate Sports Promotion	In charge of General Affairs, Social Relations, Facility Management, and Corporate Sports Promotion
Executive Officer	Toshiyuki Takagi	Senior Vice President, AVC Networks Company In charge of System Products Business President, Panasonic System Networks Co., Ltd. In charge of Panasonic Mobile Communications Co., Ltd.	Senior Vice President, AVC Networks Company In charge of System Products Business President, Panasonic System Networks Co., Ltd. In charge of Panasonic Mobile Communications Co., Ltd.
Executive Officer	Masahiro Ido	In charge of Solution Sales Director, Tokyo Olympic Enterprise Division	In charge of Solution Sales Director, Tokyo Olympic Enterprise Division
Executive Officer	Satoshi Takeyasu	In charge of Corporate Communications, Advertising, and Citizenship Director, Groupwide Brand Communications Division	In charge of Corporate Communications, Advertising, and Citizenship Director, Groupwide Brand Communications Division
Executive Officer	Norihisa Mimura	Senior Vice President, Appliances Company In charge of Air-Conditioner and Refrigeration, Air Conditioning & Heating Devices Business Director, Air-Conditioner Business Division	Senior Vice President, Appliances Company In charge of Air-Conditioner and Refrigeration, Air Conditioning & Heating Devices Business Director, Air-Conditioner Business Division
Executive Officer	Yasuji Enokido	Senior Vice President, AVC Networks Company In charge of System Solutions Business	Senior Vice President, AVC Networks Company In charge of System Solutions Business
Executive Officer	Paul Margis	Senior Vice President, AVC Networks Company In charge of Avionics Business Director, Avionics Business Division	Senior Vice President, AVC Networks Company In charge of Avionics Business Director, Avionics Business Division

Title	Name	New Responsibility (Effective June 26)	Current Responsibility (Effective April 1)
Executive Officer	Tetsuro Homma	Senior Vice President, Appliances Company In charge of Cold Chain and Home Appliances Business Director, Refrigerator Business Division	Senior Vice President, Appliances Company In charge of Cold Chain and Home Appliances Business Director, Refrigerator Business Division
Executive Officer	Makoto Kitano	Vice President, Eco Solutions Company Director, Lighting Business Division	Vice President, Eco Solutions Company Director, Lighting Business Division
Executive Officer	Junichiro Kitagawa	Regional Head for Southeast Asia and Oceania Managing Director, Panasonic Asia Pacific Pte. Ltd. Managing Director, Panasonic Consumer Marketing Asia Pacific	Regional Head for Southeast Asia and Oceania Managing Director, Panasonic Asia Pacific Pte. Ltd. Managing Director, Panasonic Consumer Marketing Asia Pacific
Executive Officer	Daizo Ito	Regional Head for India, South Asia, Middle East and Africa President, Panasonic India Pvt. Ltd.	Regional Head for India, South Asia, Middle East and Africa President, Panasonic India Pvt. Ltd.
Executive Officer	Shinji Sakamoto	Senior Vice President, Automotive & Industrial Systems Company In charge of Energy Business Director, Portable Rechargeable Battery Business Division, SANYO Electric Co., Ltd.	Senior Vice President, Automotive & Industrial Systems Company In charge of Energy Business Director, Portable Rechargeable Battery Business Division, SANYO Electric Co., Ltd.
Executive Officer	Yuki Kusumi	Senior Vice President, Appliances Company In charge of Home Entertainment, Beauty and Living Business Director, Home Entertainment Business Division	Senior Vice President, Appliances Company In charge of Home Entertainment, Beauty and Living Business Director, Home Entertainment Business Division

Note: 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.