

Editorial Contacts:

Jeff Samuels
Panasonic
201-392-4571
samuelsj@us.panasonic.com

Sara Whitman
Peppercom
212-931-6121
swhitman@peppercom.com

William Pritchard
Panasonic
201-348-7182
pritchardw@us.panasonic.com

**PANASONIC AFFIRMS ITS INDUSTRY-LEADING POSITION WITH
INTRODUCTION OF 2006 PLASMA LINE-UP**

New Line Includes 65-Inch 1080p Plasma TV

LAS VEGAS, NV (January 4, 2006) — Panasonic, the leader in high definition and plasma TV, once again demonstrates its commitment to excellence by expanding upon its 2005 award-winning plasma line-up with the introduction of six new HD plasma TVs, including a spectacular 65-inch (diagonal screen measurement) 1080p TV.

The 2006 line builds upon the superior quality and reputation Panasonic has established with exciting new picture-improving technologies in the flat-panel display arena for almost a decade. Additionally, the entire HD plasma line has been redesigned with stunning cosmetics, nearly invisible built-in speakers (except TH-65PX600U) and a new panel, taking picture quality to a whole new level. Other standard features include an SD memory card slot, integrated NTSC/ATSC¹/QAM tuners, HDMI inputs with HDAVI Control function and front A/V jacks for easy connection to camcorders.

The new plasma panels are capable of reproducing up to 3072 levels of gradation, enabling an equivalent 29 billion displayable colors. Panasonic's HD plasmas boast a maximum contrast ratio of 10,000:1², assuring the blackest blacks and whitest whites, all of which adds up to a spectacular picture with high resolution and outstanding color reproduction.

"This past year, one of the country's most respected consumer publications rated Panasonic's HD and ED 42-inch plasma sets at the top of their categories," said Andrew Nelkin, Vice President of Panasonic's Display Group. "Panasonic is escalating plasma panel production and development, expanding our efforts to provide consumers with the quality and innovation they have come to expect from our brand."

The TH-65PX600U is the flagship of Panasonic's new plasma line with an incredible resolution of 1920 x 1080P. This 65-inch model is joined by two native resolution, HD models, the TH-50PX600U and TH-42PX600U. All include advanced features such as a TV Guide On-Screen™ Electronic Program Guide, PC input and a CableCARD³ slot – a feature that eliminates the need for a separate set-top box to receive HD signals via cable. A new feature in 2006, the SD Memory Card slot with Photo Viewer⁴ allows consumers to take an SD card directly from a digital still camera or camcorder and insert it directly into the TV, making it fast and easy to enjoy slide shows of their favorite photos on the big screen. Completing the line is the TH-42PD60U, an ED set with a resolution of 852 x 480p.

Panasonic dominated the plasma TV market throughout 2005 and fully expects to continue its success in 2006. "Throughout much of 2005, one out of every two plasmas sold in the United States was a Panasonic model," noted Nelkin.

"Panasonic is well-positioned to strengthen its leadership status," said Nelkin. "With the recent opening of a new factory in Japan, our production capacity is expected to reach about 5 million panels per year in 2006. From R&D to the manufacturing of panels and electronics, to control of the production process, Panasonic is setting the benchmark from start to finish."

About Panasonic Consumer Electronics Company

Based in Secaucus, N.J., Panasonic Consumer Electronics Company is a Division of Panasonic Corporation of North America, the principal North American subsidiary of Matsushita Electric Industrial Co. Ltd. (NYSE: MC) and the hub of Panasonic's U.S. marketing, sales, service and R&D operations. Information about Panasonic products is available at www.panasonic.com. Additional company information for journalists is available at www.panasonic.com/pressroom.

MODEL	FEATURES	AVAILABILITY	SRP*
TH-65PX600U	1920x1080p resolution; Built-in NTSC/ATSC/QAM tuners; CableCARD slot; SD Memory Card Slot; HDMI inputs with HDAVI-Control; PC Input; TV-Guide EPG	Summer, 2006	TBD
TH-50PX600U	1366x768 resolution; Built-in NTSC/ATSC/QAM tuners; CableCARD slot; SD Memory Card Slot; HDMI inputs with HDAVI-Control; PC Input; TV-Guide EPG	Spring, 2006	\$4199.95
TH-42PX600U	1024x768 resolution; Built-in NTSC/ATSC/QAM tuners; CableCARD slot; SD Memory Card Slot; HDMI inputs with HDAVI-Control; PC Input; TV-Guide EPG	Spring, 2006	\$3199.95
TH-50PX60U	1366x768 ; integrated NTSC/ATSC/QAM tuners resolution; HDMI inputs with HDAVI-Control; SD Memory Card slot	Spring, 2006	\$3699.95
TH-42PX60U	1024x768 resolution; integrated NTSC/ATSC/QAM tuners; HDMI inputs with HDAVI-Control; SD Memory Card slot	Spring, 2006	\$2699.95
TH-37PX60U	1024x720 resolution; integrated NTSC/ATSC/QAM tuners; HDMI inputs with HDAVI-Control; SD Memory Card slot	Spring, 2006	\$2199.95
TH-42PD60U	852x480 resolution; integrated NTSC/ATSC/QAM tuners; HDMI input with HDAVI-Control	Spring, 2006	\$1999.95

1 Optional external over-the-air antenna may be required for ATSC reception.

2 Max. contrast ratio of 10,000:1 for HD models, excluding TH-65PX600U; 10,000:1 for ED models.

3 Contact your local cable company for information regarding the availability and costs of CableCARD-related services.

4 Allows display of JPEG still images that are compliant with DCF specifications.

* Suggested retail price. All prices are in U.S. dollars.

CableCARD is a trademark of Cable Television Laboratories, Inc.

Specifications subject to change without notice.

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