



Panasonic

Official Worldwide
Olympic Partner

MEDIA RELEASE

38 days to go!

Panasonic launches new Olympic website

Sydney, 1 July, 2008: Panasonic Australia has unveiled a new website dedicated to Panasonic's Olympic sponsorship, allowing consumers and business partners to find information and updates on Panasonic Australia's Olympic program – www.panasonic.com.au/olympics

Visitors will be invited to browse through the site to find out about Panasonic's Olympic heritage and involvement in the Beijing 2008 Olympic Games. On the main homepage users will be greeted with a countdown, counting down the days, hours and minutes to the much anticipated opening ceremony, marking the start of the Beijing 2008 Olympic Games.

Consumers can learn how to create the ideal viewing experience at home with the help of the Perfect Viewing video. Supported by MyVirtualHome 3D design software, users can choose the best home entertainment products from Panasonic and experiment with room layout and lighting, to create the perfect living room environment for watching the High Definition Olympic coverage.

The microsite also includes a page dedicated to the Panasonic Olympic ambassadors including Olympic swimmers Ky Hurst and Bronte Barratt and track and field stars, Tamsyn Lewis and Matt Shirvington. Other sections of the site include: the heritage of the Olympics and a Press centre that will be updated with all the latest Olympic news.

Visitors can learn about Panasonic's exciting Olympic promotion, Swim 2 Win, offering customers a chance to share in over \$3 million worth of prizes.

"The Panasonic Olympic microsite allows consumers and business partners access to product and Panasonic Olympic promotional information. It is another tool that we have created to help build excitement and to ensure that the Olympic spirit is felt all around Australia and the world," said Gemma Lemieux, Manager, Market Communications, Panasonic Australia.

Closer to the start of the Olympic Games Panasonic will make available as a download an 'AIR™ Application'. This interactive tool sits on your computer desktop and will feature live information during the Olympics such as a medal tally board and alerts when Australia has won a medal.

In 2008, Panasonic marks 20 years of worldwide support as a starting member of The Olympic Partner (TOP) Program from the Calgary 1988 Olympic Games. Beijing 2008 will be the first Olympic Games where the entire production will be broadcast in High Definition. Panasonic DVCPRO HD will be the official video recording format for the Beijing 2008 Olympic Games.

To view the new website, go to www.panasonic.com.au/olympics

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RELEASED BY PANASONIC AUSTRALIA

Panasonic is proud to support the Olympic Movement - which is aimed at promoting world peace through sports - as an Official Worldwide Olympic Partner in the Video and Audio Equipment category for more than 20 years since The Olympic Partner (TOP) Program commenced for the Calgary Olympic Winter Games in 1988.

Under the slogan of "Sharing the Passion," Panasonic will contribute to the success of the Olympic Games through its technology. Panasonic recently renewed its partnership with the International Olympic Committee for a further eight years to 2016.

For more information, visit: <http://panasonic.net/olympic/>