

Panasonic Announces Support of Next Generation SD Memory Card Standard, SDXC

Amsterdam, the Netherlands (February 24, 2009) – Panasonic Corporation announced that it will support the development of the next generation SD Memory Card, the SDXC (SD eXtended Capacity), which was first announced by the SD Card Association at the Consumer Electronics Show in Las Vegas last month. With the SDXC Memory Card, users will be able to store data of more than 32 gigabytes (GB) and up to 2 terabytes (TB). This new standard will be the specification for SD Memory Cards with memory capacities more than 32 GB and their host devices. The new cards will provide capacities in the future ranging up to 2 TB at read/write speeds of up to 300 megabytes per second (MB/s).

Panasonic supports the development of the SDXC standard and plans to launch a 64 GB massive capacity SDXC Memory Card with 50 MB/s high data transfer speed in the near future. The new SDXC Memory Card will have more capacity than the currently available 50 GB dual layer Blu-ray Disc, and effect to download 2-hour (8.5GB) High Definition (HD) content in just 6 minutes*. This introduction will allow consumers to conveniently store large sized data, helping them to experience a true HD digital lifestyle.

Panasonic is continuing to support and develop a wide variety of applications with SDXC Memory Cards in order to bring to life a world where high-quality HD content can be easily handled and a large volume of professional-quality HD video and high-resolution digital images can be captured smoothly. The SDXC Memory Cards will allow for seamless transfer of large quantities of HD content from one device to another.

Availability for SDXC Memory Cards made by Panasonic will be announced at a future date.

*theoretical value based on Bus-I/F speed

For more information on the products presented at the Panasonic Convention 2009, please visit:
www.panasonic.eu.

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About Panasonic

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products for a wide range of consumer, business, and industrial needs. Based in Osaka, Japan, the company recorded consolidated net sales of 9.07 trillion yen (US\$90.7 billion) for the year ended March 31, 2008. The company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE Symbol: PC) stock exchanges. For more information on the company and the Panasonic brand, visit the company's website at <http://panasonic.net/>.