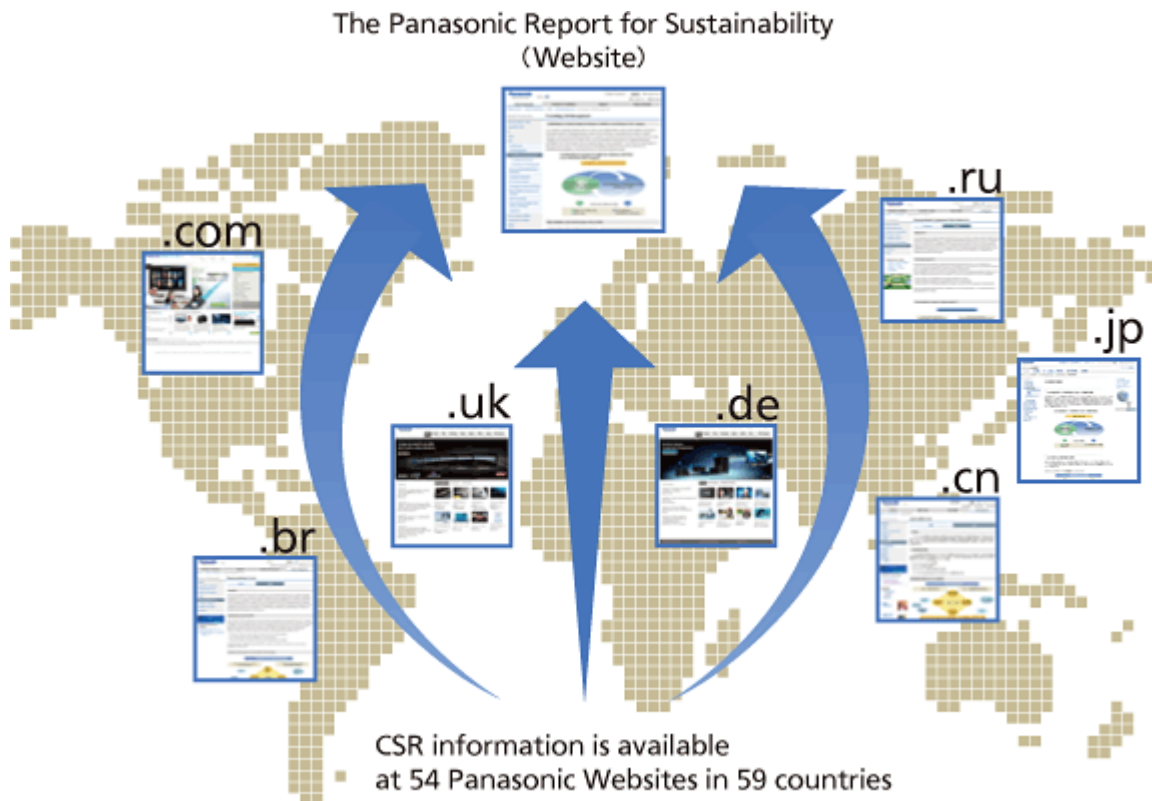


What We Would Like to Communicate

Making Reports Accessible Worldwide on the Panasonic Website

Starting with this year's sustainability report, Panasonic will produce only an electronic version that can be viewed on the company's Website. Eliminating the printed version reduces the environmental impact of this report while keeping us in step with today's ubiquitous network society. For maximum convenience, we will structure our Websites so that visitors to all 54 Panasonic corporate sites in 59 countries have easy access to our social and environmental reports. We will continue to fulfill our obligation to explain our CSR activities through this more timely and global public reporting method.



Basic Approach for This Report

Panasonic must tackle a range of issues involving sustainability that is just as broad as our diverse business portfolio. This report is based on the Panasonic CSR Report Guidelines, which we established in fiscal 2009 in order to help us extract, analyze, and report on the most important of these many sustainability issues.

The guidelines express the obligations that we must fulfill along with our vision for the future in Panasonic's four major business domains: digital AV networks, appliance solutions, components and devices, and car electronics. We also referred to the third version of the Global Reporting Initiative's Sustainability Reporting Guidelines Version 3.0 (GRI G3), which reflects the opinions of various stakeholders worldwide, and the Environmental Reporting Guidelines 2007 issued by the Japanese Ministry of the Environment. We have made use of the AA1000* Principles as a practical method for selecting items on which to report.

The AA1000 Accountability Principles

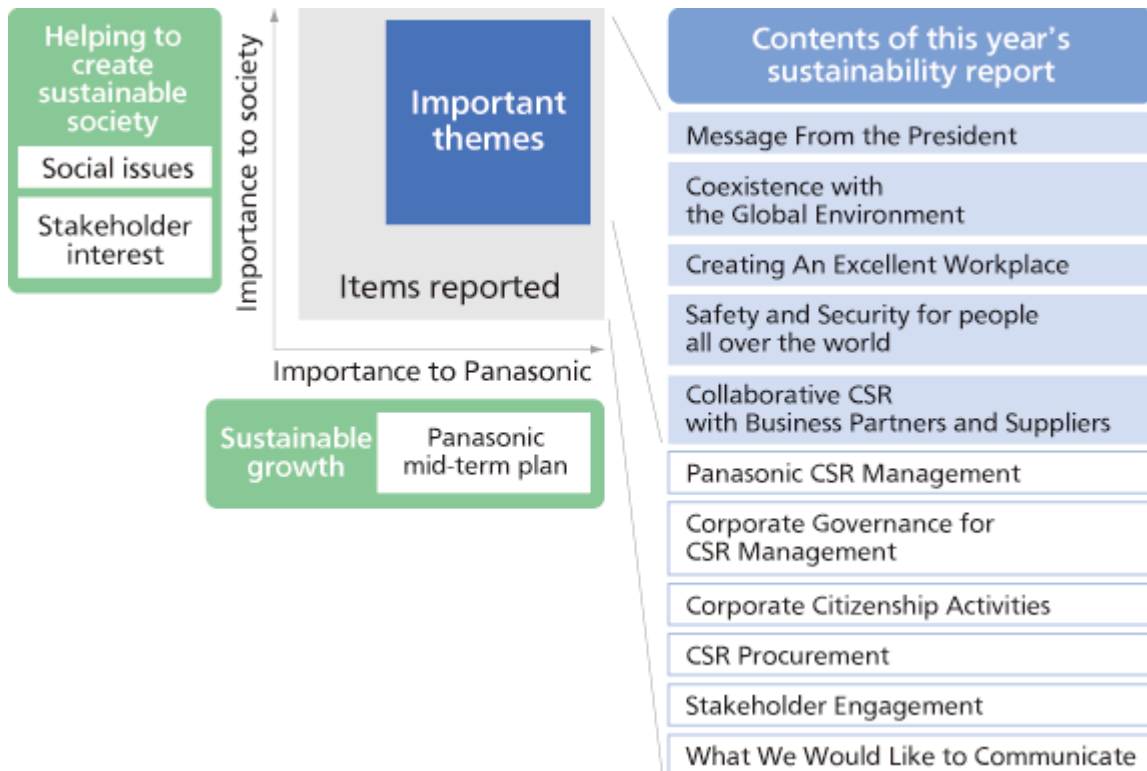
Materiality	Whether the necessary information for stakeholders' activities and decision-making is included
Completeness	The degree to which important aspects related to the sustainability of the organization are properly identified and understood
Responsiveness	Whether the stakeholders' concerns are appropriately addressed and the attendant ramifications disclosed

*The UK firm AccountAbility has developed standards for the disclosure of information.

What Should Be Disclosed? (Materiality and Selection Criteria)

Our fundamental stance regarding CSR is that a company is a public entity of society. This report is based on our belief in the importance of fulfilling two roles as a public entity on a global scale: achieving sustainable growth and helping to create a sustainable society.

We examined all CSR issues and selected items to be included in this publication from several perspectives. For subjects concerning sustainable growth, we referred to the GP3 mid-term management plan. For subjects concerning the creation of a sustainable society, our selections were based on our interaction with stakeholders and pressing social issues in the world today.



How should we communicate our message? (Responsiveness)

Panasonic places great value on interacting with customers, business partners and employees, our most important stakeholders. For this purpose, we conduct surveys of customers and employees, hold Excellent Partners Meetings and perform many other activities. All these measures are consistent with our commitment to the principles of customers first, mutual prosperity, and participative management through collective wisdom. Further supporting this interaction are the Global Advisory Committee and other committees that bring together individuals from Panasonic and outside our group.

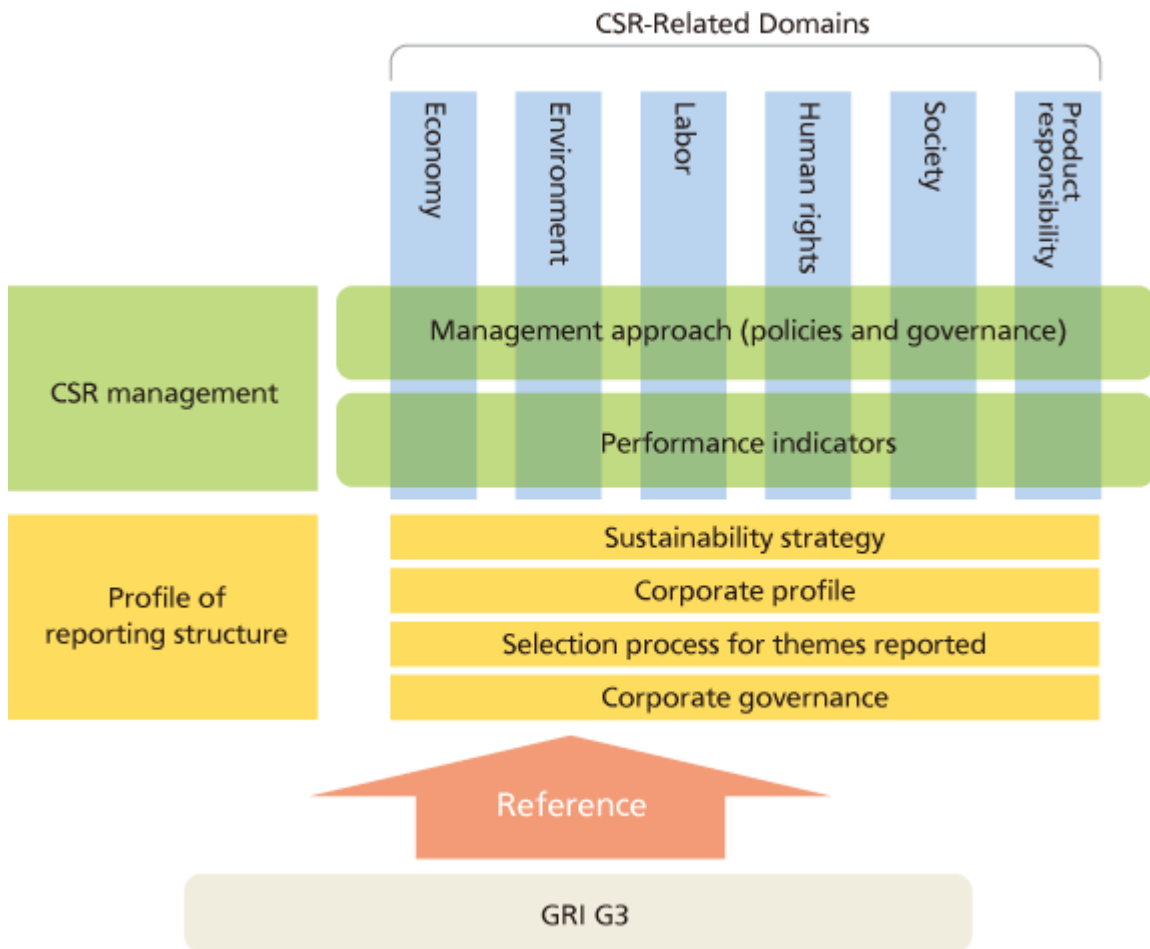
Organizational units and employees are also key components of our engagement with the stakeholders involved in our diverse business operations. Interaction with stakeholders is part of everyday activities, allowing us to work constantly on establishing processes that can make CSR and responses to social issues part of our business operations.

This publication incorporates the suggestions and other input of stakeholders that the Panasonic Group gathers from these stakeholder dialog activities.

How much should be disclosed? (Completeness)

To ensure that this report does not contain solely favorable information from our standpoint, we took care to include a broad range of important topics. We accomplished this by creating our own CSR Reporting Guidelines encompassing all areas associated with CSR, using the third version of the Global Reporting Initiative's Sustainability Reporting Guidelines Version 3.0 (GRI G3), as well as stakeholder interaction and other sources of information. Using these guidelines, we compiled a publication that includes reports on our approach (policies and governance) to CSR management, a variety of performance indicators, and a profile of our reporting organization.

[Panasonic CSR Reporting Guidelines]



Websites and Reports

Our related websites and reports are available here.

Financial Data

We introduce the financial data and business outline of the Panasonic group in the following reports.

IR Information

<http://panasonic.net/ir/>

Annual Report

Annual Report 2009 will be available at the end of July.

Environmental Activities

We introduce environmental activities of the Panasonic group in the following website and report.

Website on our environment activities

<http://panasonic.net/eco/>

'eco ideas' Report

'eco ideas' Report 2009 will be available at the end of August.

Citizenship Activities

We introduce citizenship activities of the Panasonic group in the following website.

Website on citizenship activities

<http://panasonic.net/citizenship/>



Panasonic Corporate Citizenship Leaflet

This leaflet provides information on the corporate citizenship activities that Panasonic and Panasonic Group companies are involved in throughout the world in line with our corporate philosophy of education and coexistence.

http://panasonic.net/csr_e/e_repo/reports/pdf/pcc_eng.pdf