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**FOR IMMEDIATE RELEASE**

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**Matsushita Announces Proposed Senior Management Changes**

Osaka, Japan, February 28, 2008 - Matsushita Electric Industrial Co., Ltd. (Matsushita [NYSE symbol: MC]), best known for its Panasonic brand, today announced the following changes of the members of the Board of Directors and Executive Officers, effective April 1, 2008, and proposed changes of the members of the Board of Directors and Corporate Auditors, effective June 26, 2008.

These proposed changes will be submitted for and subject to approval at the company's ordinary general meeting of shareholders to be held on June 26, 2008.

**1. Members of the Board of Directors (Effective April 1)**

<b>Title</b>	<b>Name</b>	<b>New Responsibilities</b>
Chairman of the Board	Kunio Nakamura	
Vice Chairman of the Board	Masayuki Matsushita	
President	Fumio Ohtsubo	
Executive Vice Presidents	Takami Sano	Representative in Tokyo
	Susumu Koike	In charge of Technology and Semiconductor Company
	Shunzo Ushimaru	In charge of Domestic Consumer Marketing, Electrical Supplies Sales, Project Sales, Building Products Sales, Advertising and Design / Chairman, Corporate Brand Committee
	Koshi Kitadai (promoted)	In charge of Automotive Electronics Business, Panasonic EV Energy Co., Ltd. and Industrial Sales

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Senior Managing Directors	Toshihiro Sakamoto	President, Panasonic AVC Networks Company
	Takahiro Mori (promoted)	In charge of Planning / Associate Director, Corporate IT Innovation Division / in charge of Panasonic Start-up Fund / Vice Chairman, Corporate Brand Committee
	Shinichi Fukushima (promoted)	Representative in Kansai
Managing Directors	Yasuo Katsura	Director, Tokyo Branch
	Junji Esaka	In charge of Home Appliances Business / President, Matsushita Home Appliances Company / in charge of Lighting Company
	Hitoshi Otsuki	In charge of Overseas Operations
	Ikusaburo Kashima	In charge of Legal Affairs, Corporate Risk Management, Corporate Information Security, Corporate Business Ethics, Legal Consultation & Solutions Center, and Corporate International Affairs
Directors	Ikuo Uno	
	Hidetsugu Otsuru	In charge of Facility Management, Quality Assurance, Corporate FF Customer Support & Management Division and Environmental Affairs / Director, Corporate Environmental Affairs Division (effective February 28, 2008) / in charge of Recycling Business Promotion
	Makoto Uenoyama	In charge of Accounting and Finance
Honorary Chairman of the Board and Executive Advisor, Member of the Board	Masaharu Matsushita	

Notes: 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.

Ikuo Uno is an outside director of the company as stipulated in Article 2, Paragraph 15 of the Company Law of Japan.

## 2. Members of the Board of Corporate Auditors (Effective April 1)

Title	Name	New Responsibilities
Senior Corporate Auditors	Yukio Furuta	
	Kenichi Hamada	Chairman, Matsushita Group Auditors Meeting
Corporate Auditors	Yasuo Yoshino	
	Ikuo Hata	
	Hiroyuki Takahashi	

Note: Yasuo Yoshino, Ikuo Hata and Hiroyuki Takahashi are outside corporate auditors.

### 3. Executive Officers (Effective April 1)

Title	Name	New Responsibilities
Managing Executive Officers	Yoshihiko Yamada	Director, Corporate Management Division for North America / Chairman, Panasonic Corporation of North America
	Ken Morita	Senior Vice President, Panasonic AVC Networks Company / Director, Visual Products and Display Devices Business Group, Panasonic AVC Networks Company
	Yoshitaka Hayashi (promoted)	In charge of Global Procurement and Global Logistics
	Takae Makita (promoted)	In charge of Information Systems / Associate Director, Corporate IT Innovation Division
	Kazuhiro Tsuga (promoted)	President, Panasonic Automotive Systems Company
	Takumi Kajisha (promoted)	In charge of Corporate Communications Division / Director, Corporate Communications Division / in charge of CSR Office, Corporate Advertising Group, and Corporate Citizenship Group / Vice Chairman, Showroom Strategic Committee
	Kazunori Takami (promoted)	In charge of Corporate Marketing Division for National Brand Home Appliances and Corporate Marketing Division for National Brand Wellness Products / Director, Corporate Marketing Division for National Brand Home Appliances
Executive Officers	Masashi Makino	Director, Corporate Manufacturing Innovation Division
	Joachim Reinhart	COO, Panasonic Europe Ltd.
	Ikuo Miyamoto	Director, Corporate Management Division for Asia and Oceania / President, Panasonic Asia Pacific Pte. Ltd.
	Hideo Kawasaki	President, Semiconductor Company
	Shigeru Omori	Director, Corporate Industrial Marketing & Sales Division
	Masaaki Fujita	Senior Vice President, Panasonic AVC Networks Company / Director, PDP TV Business Unit, Visual Products and Display Devices Business Group, Panasonic AVC Networks Company
	Yoshihisa Fukushima	In charge of Intellectual Property / Director, Corporate Intellectual Property Division / President, Intellectual Property Rights Operations Company
	Masatsugu Kondo	Assistant to Executive Vice President Koike, in charge of Alternative Energy Generation Technology (effective February 28, 2008)

Executive Officers	Naoto Noguchi	President, Matsushita Battery Industrial Co., Ltd. / President, Rechargeable Battery Company, Matsushita Battery Industrial Co., Ltd. (effective February 28, 2008)
	Osamu Waki	President, Panasonic Mobile Communications Co., Ltd.
	Toshiaki Kobayashi	President, Panasonic Electronic Devices Co., Ltd.
	Joseph Taylor	COO, Panasonic Corporation of North America
	Yoshiiku Miyata	Director, Corporate Management Division for Europe / Chairman, Panasonic Europe Ltd.
	Takashi Toyama	President, Panasonic System Solutions Company / Director, Corporate Construction Business Promotion Division / in charge of Corporate eNet Business Division
	Jun Ishii	Director, Corporate Marketing Division for Consumer Products / in charge of Corporate CS Division and Showroom Strategic Planning Office / Chairman, Showroom Strategic Committee
	Toshiro Kisaka	Director, Corporate Management Division for China and Northeast Asia / Chairman, Panasonic Corporation of China
	Yutaka Takehana (newly appointed)	In charge of Corporate Risk Management Office, Corporate Information Security Division and Corporate Business Ethics
	Masato Tomita (newly appointed)	Director, Corporate Management Division for CIS, the Middle East & Africa
	Hideaki Kawai (newly appointed)	General Manager, Corporate Finance & IR Group / in charge of Financial Operations Center
	Masatoshi Harada (newly appointed)	In charge of Personnel / General Manager, Corporate Personnel Group, / in charge of General Affairs and Social Relations/ in charge of e-Work Promotion Office
	Takeshi Uenoyama (newly appointed)	In charge of Device Technology and Environmental Technology / General Manager, Device Strategy Office / Director, Image Devices Development Center / Director, Advanced Technology Research Laboratories / Acting Director, The Nakao Laboratory
	Koji Itazaki (newly appointed)	Director, Corporate Procurement Division / Director, Corporate Global Logistics Division
	Shiro Nishiguchi (newly appointed)	Director, Corporate Marketing Division for Panasonic Brand
	Yoshiyuki Miyabe (newly appointed)	In charge of Digital Network & Software Technology, Overseas R&D Centers, and New Business Strategy Office
Laurent Abadie (newly appointed)	President, Panasonic France S.A.	

Note: Effective March 31, 2008, Nobutane Yamamoto and Yoshinobu Sato will retire from the office of Managing Executive Officer. Fujio Nakajima, Yutaka Mizuno and Mikio Ito will retire from the office of Executive Officer.

#### 4. Resignations and Appointments of the Members of the Board of Directors and Corporate Auditors (Effective June 26)

##### Resignations:

Title	Name	New Responsibilities
Executive Vice President	Takami Sano	To be appointed Corporate Advisor, Matsushita Electric Industrial Co., Ltd.
Senior Corporate Auditor	Yukio Furuta	

##### Appointments:

Title	Name	Former (Current) Responsibilities
Directors	Masayuki Oku	
	Masatoshi Harada (newly appointed)	Currently in charge of Personnel / General Manager, Corporate Personnel Group / in charge of General Affairs and Social Relations/ in charge of e-Work Promotion Office
Senior Corporate Auditor	Masahiro Seyama	Formerly Director, Corporate Management Division for Latin America / President, Panasonic Corporation of Latin America

#### 5. Members of the Board of Directors (Effective June 26, 2008)

Title	Name	New Responsibilities
Chairman of the Board	Kunio Nakamura	
Vice Chairman of the Board	Masayuki Matsushita	
President	Fumio Ohtsubo	
Executive Vice Presidents	Susumu Koike	In charge of Technology and Semiconductor Company
	Shunzo Ushimaru	In charge of Domestic Consumer Marketing, Electrical Supplies Sales, Project Sales, Building Products Sales, Advertising and Design / Chairman, Corporate Brand Committee
	Koshi Kitadai	Representative in Tokyo / in charge of Automotive Electronics Business, Panasonic EV Energy Co., Ltd. and Industrial Sales
Senior Managing Directors	Toshihiro Sakamoto	President, Panasonic AVC Networks Company
	Takahiro Mori	In charge of Planning / Associate Director, Corporate IT Innovation Division / in charge of Panasonic Start-up Fund / Vice Chairman, Corporate Brand Committee
	Shinichi Fukushima	Representative in Kansai

Managing Directors	Yasuo Katsura	Director, Tokyo Branch
	Junji Esaka	In charge of Home Appliances Business / President, Matsushita Home Appliances Company / in charge of Lighting Company
	Hitoshi Otsuki	In charge of Overseas Operations
	Ikusaburo Kashima	In charge of Legal Affairs, Corporate Risk Management, Corporate Information Security, Corporate Business Ethics, Legal Consultation & Solutions Center, and Corporate International Affairs
Directors	Ikuo Uno	
	Masayuki Oku (newly appointed)	
	Hidetsugu Otsuru	In charge of Facility Management, Quality Assurance, Corporate FF Customer Support & Management Division and Environmental Affairs / Director, Corporate Environmental Affairs Division / in charge of Recycling Business Promotion
	Makoto Uenoyama	In charge of Accounting and Finance
	Masatoshi Harada (newly appointed)	In charge of Personnel / General Manager, Corporate Personnel Group / in charge of General Affairs and Social Relations / in charge of e-Work Promotion Office
Honorary Chairman of the Board and Executive Advisor, Member of the Board	Masaharu Matsushita	

Notes: 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.

Ikuo Uno and Masayuki Oku are outside directors of the company as stipulated in Article 2, Paragraph 15 of the Company Law of Japan.

## 6. Members of the Board of Corporate Auditors (Effective June 26)

Title	Name	New Responsibilities
Senior Corporate Auditors	Kenichi Hamada	Chairman, Matsushita Group Auditors Meeting
	Masahiro Seyama (newly appointed)	
Corporate Auditors	Yasuo Yoshino	
	Ikuo Hata	
	Hiroyuki Takahashi	

Note: Yasuo Yoshino, Ikuo Hata and Hiroyuki Takahashi are outside corporate auditors.

## 7. Executive Officers (Effective June 26)

Title	Name	New Responsibilities
Managing Executive Officers	Yoshihiko Yamada	Director, Corporate Management Division for North America / Chairman, Panasonic Corporation of North America
	Ken Morita	Senior Vice President, Panasonic AVC Networks Company / Director, Visual Products and Display Devices Business Group, Panasonic AVC Networks Company
	Yoshitaka Hayashi	In charge of Global Procurement and Global Logistics
	Takae Makita	In charge of Information Systems / Associate Director, Corporate IT Innovation Division
	Kazuhiro Tsuga	President, Panasonic Automotive Systems Company
	Takumi Kajisha	In charge of Corporate Communications Division / Director, Corporate Communications Division / in charge of CSR Office, Corporate Advertising Group, and Corporate Citizenship Group / Vice Chairman, Showroom Strategic Committee
	Kazunori Takami	In charge of Corporate Marketing Division for National Brand Home Appliances and Corporate Marketing Division for National Brand Wellness Products / Director, Corporate Marketing Division for National Brand Home Appliances
Executive Officers	Masashi Makino	Director, Corporate Manufacturing Innovation Division
	Joachim Reinhart	COO, Panasonic Europe Ltd.
	Ikuo Miyamoto	Director, Corporate Management Division for Asia and Oceania / President, Panasonic Asia Pacific Pte. Ltd.
	Hideo Kawasaki	President, Semiconductor Company
	Shigeru Omori	Director, Corporate Industrial Marketing & Sales Division
	Masaaki Fujita	Senior Vice President, Panasonic AVC Networks Company / Director, PDP TV Business Unit, Visual Products and Display Devices Business Group, Panasonic AVC Networks Company
	Yoshihisa Fukushima	In charge of Intellectual Property / Director, Corporate Intellectual Property Division / President, Intellectual Property Rights Operations Company
	Masatsugu Kondo	Assistant to Executive Vice President Koike, in charge of Alternative Energy Generation Technology
	Naoto Noguchi	President, Matsushita Battery Industrial Co., Ltd. / President, Rechargeable Battery Company, Matsushita Battery Industrial Co., Ltd.

Executive Officers	Osamu Waki	President, Panasonic Mobile Communications Co., Ltd.
	Toshiaki Kobayashi	President, Panasonic Electronic Devices Co., Ltd.
	Joseph Taylor	COO, Panasonic Corporation of North America
	Yoshiiku Miyata	Director, Corporate Management Division for Europe / Chairman, Panasonic Europe Ltd.
	Takashi Toyama	President, Panasonic System Solutions Company / Director, Corporate Construction Business Promotion Division / in charge of Corporate eNet Business Division
	Jun Ishii	Director, Corporate Marketing Division for Consumer Products / in charge of Corporate CS Division and Showroom Strategic Planning Office / Chairman, Showroom Strategic Committee
	Toshiro Kisaka	Director, Corporate Management Division for China and Northeast Asia / Chairman, Panasonic Corporation of China
	Yutaka Takehana	In charge of Corporate Risk Management Office, Corporate Information Security Division and Corporate Business Ethics
	Masato Tomita	Director, Corporate Management Division for CIS, the Middle East & Africa
	Hideaki Kawai	General Manager, Corporate Finance & IR Group / in charge of Financial Operations Center
	Takeshi Uenoyama	In charge of Device Technology and Environmental Technology / General Manager, Device Strategy Office / Director, Image Devices Development Center / Director, Advanced Technology Research Laboratories / Acting Director, The Nakao Laboratory
	Koji Itazaki	Director, Corporate Procurement Division / Director, Corporate Global Logistics Division
	Shiro Nishiguchi	Director, Corporate Marketing Division for Panasonic Brand
	Yoshiyuki Miyabe	In charge of Digital Network & Software Technology, Overseas R&D Centers, and New Business Strategy Office
	Laurent Abadie	President, Panasonic France S.A.

### **About Panasonic**

Best known for its Panasonic brand name, Matsushita Electric Industrial Co., Ltd. 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 US\$77.19 billion for the year ended March 31, 2007. The company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE:MC) stock exchanges. For more information on the company and the Panasonic brand, visit the company's website at <http://panasonic.net/>.