

MATSUSHITA ELECTRIC INDUSTRIAL CO LTD

Form 6-K

March 05, 2008

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## FORM 6-K

### SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D.C. 20549

Report of Foreign Private Issuer

Pursuant to Rule 13a-16 or 15d-16 of

The Securities Exchange Act of 1934

For the Month of March 2008

Commission File Number: 1-6784

## Matsushita Electric Industrial Co., Ltd.

Kadoma, Osaka, Japan

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F  Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101 (b)(1):

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101 (b)(7):

Indicate by check mark whether by furnishing the information contained in this Form, the registrant is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes  No

If  Yes is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-\_\_\_\_\_

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**This Form 6-K consists of:**

1. News release issued on February 15, 2008, by Matsushita Electric Industrial Co., Ltd. (the registrant), announcing conclusion of formal contract between Hitachi and Matsushita related to comprehensive LCD panel business alliance
2. News release issued on February 28, 2008, by the registrant, announcing proposed senior management changes

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**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Matsushita Electric Industrial Co., Ltd.

By: /s/ YUKITOSHI ONDA  
Yukitoshi Onda, Attorney-in-Fact  
General Manager of Investor Relations  
Matsushita Electric Industrial Co., Ltd.

Dated: March 5, 2008

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***FOR IMMEDIATE RELEASE***

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**Conclusion of Formal Contract Between Hitachi and Matsushita Related to**

**Comprehensive LCD Panel Business Alliance**

Tokyo, February 15, 2008 Hitachi, Ltd. (NYSE: HIT / TSE: 6501, Hitachi ) and Matsushita Electric Industrial Co., Ltd. (NYSE: MC / TSE: 6752, Matsushita ) today announced the conclusion of a formal contract related to a comprehensive liquid crystal display (LCD) panel business alliance. A basic agreement regarding this alliance was reached on December 25, 2007 by Hitachi, Matsushita, and Canon Inc. (NYSE: CAJ / TSE: 7751, Canon ).

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Under the terms of this agreement, Matsushita will acquire a 24.9% stake in Hitachi Displays, Ltd. ( Hitachi Displays ), a wholly owned Hitachi subsidiary that makes small and medium-sized LCD panels, from Hitachi by March 31, 2008, pending regulatory approval. As the next step going forward, Matsushita will acquire for 66 billion yen large IPS LCD panel-related businesses, including the total issued shares of IPS Alpha Technology, Ltd. (Fumiaki Yonai, President; IPS Alpha ), owned by Hitachi Displays once all conditions are met. Meanwhile, Hitachi will consider holding the IPS Alpha s share up to 10%. IPS Alpha designs, manufactures, and sells large-sized LCD panels for TVs. Until this deal is executed, Hitachi Displays will retain majority ownership of IPS Alpha. However, under U.S. accounting standards, IPS Alpha will become a Matsushita consolidated subsidiary as of March 31, 2008.

Hitachi possesses a range of sophisticated liquid crystal-related technologies that includes IPS technology, which has earned accolades worldwide for enabling high picture quality and wide viewing angles, and other advanced panel features. Through this alliance, Hitachi seeks to accelerate the development of cutting-edge technologies. Furthermore, as a TV manufacturer, Hitachi plans to strengthen its competitiveness in the flat-panel LCD TV business by using state-of-the-art LCD panels to develop the world s thinnest flat-panel LCD TV and its Wooo UT series of ultra-thin flat-panel LCD TVs. In addition, by working to optimally allocate business resources in order to establish a stable, high-profit structure, Hitachi will advance its basic management policy of Collaborative Creation and Profits.

Matsushita is further expanding and strengthening its mainline PDP operations. In addition, it will deepen its involvement in the operations of IPS Alpha, which designs, manufactures, and sells large-sized LCD panels used in TVs. At the same time, Matsushita will play a key role in the construction of a new IPS Alpha plant in cooperation with the Hitachi Group in a bid to ensure a stable supply of LCD panels. Matsushita s aim is to leverage the outstanding performance and cost advantages of the IPS Alpha Panel to boost the competitiveness of its entire range of VIERA series flat-panel TVs, which also includes plasma TVs. Going forward, Matsushita will continue its aggressive vertical integration of its flat-panel TV business, and it sees the new IPS Alpha plant as a possible future base for the production of organic light-emitting displays.

Hitachi and Canon are currently working to finalize a formal contract as well.

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**1. Outline of Hitachi Displays**

|                     |   |
|---------------------|---|
| 1) Company name     | Hitachi Displays, Ltd.  |
| 2) President        | Yoshiyuki Imoto   |
| 3) Headquarter      | Kanda Neribei-cho 3, Chiyoda-ku, Tokyo, Japan   |
| 4) Established      | October 1, 2002   |
| 5) Main businesses  | Design, manufacture, and sales of small and medium-sized LCD panels and related products, as well as maintenance and services |
| 6) Fiscal year-end  | March 31  |
| 7) No. of employees | 11,974 (as of March 31, 2007)   |
| 8) Capital          | 35,274.5 million yen  |
| 9) Ownership        | Hitachi 100%  |
| 10) Sales           | 200.3 billion yen (FY 2006, Consolidated)   |

**2. Outline of IPS Alpha Technology**

|                                      |   |
|--------------------------------------|---|
| 1) Company name                      | IPS Alpha Technology, Ltd.  |
| 2) President                         | Fumiaki Yonai   |
| 3) Headquarter                       | 3732, Hayano, Mobara City, Chiba Prefecture, Japan  |
| 4) Established                       | January 1, 2005   |
| 5) Main businesses                   | Design, manufacture, sales and related maintenance & services for IPS LCD panels  |
| 6) Fiscal year-end                   | March 31  |
| 7) No. of employees                  | 658 (as of March 31, 2007)  |
| 8) Capital                           | 100.0 billion (including 50.0 billion of capital reserves)  |
| 9) Ownership                         | Hitachi Displays: 50%;<br>Matsushita Electric Industrial Co., Ltd.: 30%;<br>Toshiba Corporation: 15%;<br>Development Bank of Japan Technology and New Business Creation Fund and others: 5% |
| 10) Sales                            | 34.6 billion yen (FY 2006, Unconsolidated)  |
| Two-year summary of business results |   |

|                          | (in millions of yen, Unconsolidated) |          |
|--------------------------|--------------------------------------|----------|
|                          | FY 2005                              | FY 2006  |
| Sales                    |                                      | 34,612   |
| Operating Income (loss)  | (3,241)                              | (25,362) |
| Ordinary Income (loss)   | (5,130)                              | (25,406) |
| Net Income (loss)        | (5,135)                              | (25,414) |
| Total Assets             | 72,486                               | 122,999  |
| Net Assets               | 9,355                                | 39,050   |
| Dividend per Share (yen) |                                      |          |

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**3. Outline of Matsushita's IPS LCD Panel Business for TVs**

(1) Background

Market for flat-panel TV has been growing 12 percent in annual average on a global basis. It is expected that by 2015, it will be grown to the huge market exceeding 85% of total market sale of TVs, and over 2 hundred million units. At the same time, preferred size of TV screen is becoming larger 37 inch and above, and that is expected to account for more than 50% of overall demand of flat-panel TV by 2009. In order to cope with the growing market of the large-sized flat-panel TV, diversifying needs of customers and regional needs, it is vital to establish a strong and stable foundation of the flat-panel TV operation. Matsushita sees that it is essential to ensure a stable source to procure LCD panels up to the size of 40 inch class in mid-to long term range. In addition, Matsushita plans to build a new plant, taking it into consideration to produce organic electro luminescence display, which has started getting attention as a key device for post-LCD display.

(2) Overview of the Panel Business

Construction will begin on a new IPS Alpha LCD panel plant to ensure a stable supply of LCD panels over the medium and long terms. Construction is slated to begin in August 2008, with the plant operational in January 2010.

The total cost of the plant is expected to be approximately ¥300.0 billion.

**4. Effect on business results**

Hitachi is currently analyzing the likely impact on its earnings, and will announce when it is clear.

There will be no impact on Matsushita's earnings in the fiscal year ending March 31, 2008.

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**About Hitachi, Ltd.**

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 384,000 employees worldwide. Fiscal 2006 (ended March 31, 2007) consolidated revenues totaled 10,247 billion yen (\$86.8 billion). The company offers a wide range of systems, products and services in market sectors including information systems, electronic devices, power and industrial systems, consumer products, materials and financial services. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

**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/>.

Global Contacts  
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Matsushita Electric Industrial Co., Ltd.

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February 28, 2008

**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<br>(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       | In charge of Planning / Associate Director, Corporate IT Innovation Division / in charge of Panasonic Start-up Fund /   |
|   | (promoted)          | Vice Chairman, Corporate Brand Committee  |
|   | Shinichi Fukushima  | Representative in Kansai  |
|   | (promoted)          |   |
| 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.

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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)

| <b>Title</b>              | <b>Name</b>        | <b>New Responsibilities</b>                 |
|---------------------------|--------------------|---|
| 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.

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

| <b>Title</b>                | <b>Name</b>         | <b>New Responsibilities</b>  |
|-----------------------------|---------------------|--|
| 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   |
|                             | (promoted)          |  |
|                             | Takae Makita        | In charge of Information Systems /   |
|                             | (promoted)          |  |
|                             | Kazuhiro Tsuga      | President, Panasonic Automotive Systems Company  |
|                             | (promoted)          |  |
|                             | 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 |
|                             | (promoted)          |  |
| Executive Officers          | 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     |
|                             | (promoted)          |  |
|                             | 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)

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|                    |                                       |  |
|--------------------|---------------------------------------|--|
| 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<br>(newly appointed)  | In charge of Corporate Risk Management Office, Corporate Information Security Division and Corporate Business Ethics   |
|                    | Masato Tomita<br>(newly appointed)    | Director, Corporate Management Division for CIS, the Middle East & Africa  |
|                    | Hideaki Kawai<br>(newly appointed)    | General Manager, Corporate Finance & IR Group / in charge of Financial Operations Center   |
|                    | Masatoshi Harada<br>(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<br>(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<br>(newly appointed)     | Director, Corporate Procurement Division / Director, Corporate Global Logistics Division   |
|                    | Shiro Nishiguchi                      | Director, Corporate Marketing Division for Panasonic Brand   |

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(newly appointed)

Yoshiyuki Miyabe

In charge of Digital Network & Software Technology,  
Overseas R&D Centers, and New Business Strategy  
Office

(newly appointed)

Laurent Abadie

President, Panasonic France S.A.

(newly appointed)

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.

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

| <b>Title</b>             | <b>Name</b> | <b>New Responsibilities</b>   |
|--------------------------|-------------|---|
| Executive Vice President | Takami Sano | To be appointed Corporate Advisor, Matsushita Electric Industrial Co., Ltd. |

**Senior Corporate Auditor  
Appointments:**

Yukio Furuta

| <b>Title</b>             | <b>Name</b>                           | <b>Former (Current) Responsibilities</b>  |
|--------------------------|---------------------------------------|---|
| Directors                | Masayuki Oku                          |   |
|                          | Masatoshi Harada<br>(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)**

| <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  | 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  |



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|   |                     |   |
|---|---------------------|---|
| 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    | In charge of Personnel / General Manager, Corporate Personnel Group / in charge of General Affairs and Social Relations / in charge of e-Work Promotion Office  |
|   | (newly appointed)   |   |
| Honorary Chairman of the Board and Executive Advisor, | Masaharu Matsushita |   |
| Member of the Board                                   |                     |   |

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     |   |

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Ikuo Hata

Hiroyuki Takahashi

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

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**7. Executive Officers (Effective June 26)**

| <b>Title</b>                | <b>Name</b>         | <b>New Responsibilities</b>  |   |
|-----------------------------|---------------------|--|---|
| 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<br><br>Global Logistics  |   |
|                             | Takae Makita        | In charge of Information Systems /<br><br>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 /   |   |

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|                 |   |
|-----------------|---|
|                 | Director, Corporate Intellectual Property Division /<br>President, Intellectual Property Rights Operations<br>Company                       |
| Masatsugu Kondo | Assistant to Executive Vice President Koike, in charge<br>of Alternative Energy Generation Technology                                       |
| Naoto Noguchi   | President, Matsushita Battery Industrial Co., Ltd. /<br>President, Rechargeable Battery Company, Matsushita<br>Battery Industrial Co., Ltd. |

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|                    |                    |  |
|--------------------|--------------------|--|
| 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/>.

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