

FOR RELEASE ON APRIL 7, 2011 at 8:00AM CT

PANASONIC DIGITAL HEARING INSTRUMENTS EARN GOOD HOUSEKEEPING SEAL

*Panasonic's JZ Series Digital Hearing Instruments Feature a Unique
Contemporary Design with High-Performing Features*

CHICAGO, IL (April 7, 2011) – Panasonic Corporation of North America today announces that the company's JZ Series digital hearing instruments have earned the Good Housekeeping Seal after evaluation by the Good Housekeeping Research Institute. The JZ Series, a newly-designed hearing instrument that resembles an MP3 player in style, is currently being exhibited at the AudiologyNow! Conference in Chicago's McCormick Place Convention Center at Panasonic booth #1473.

"After a review by the experts at the Good Housekeeping Research Institute, we're thrilled to welcome the Panasonic hearing aid products to our family of Good Housekeeping Seal-holding products," said Patricia Haegele, Senior Vice President/Publisher of Good Housekeeping. "For over 100 years the Seal has been relied upon by consumers in helping them with their product purchasing decisions."

The JZ Series is a palm-sized unit featuring an LCD screen and a stereo binaural headset (earphone with microphones), created for increased usability and designed to remain comfortable for long hours of wear. The Panasonic JZ Series is ideal for individuals with dexterity challenges, impaired vision and those with situational hearing loss, such as when watching TV. Available in red, blue, and silver colors, this digital hearing instrument features a Scene Select function that allows the user to view the listening modes on the LCD screen and select the most appropriate mode based upon the surrounding environment from the four modes available. The JZ Series includes a rechargeable battery that can easily be charged by placing the main unit in the charging cradle, or it can use commercial AAA alkaline batteries.

"Panasonic is honored to have received the prestigious Good Housekeeping Seal, which further validates the quality, convenience and comfort we strive to provide our customers with our new line of JZ Series digital hearing instruments," said Yoshi Yuasa, Senior Vice President, Panasonic Corporation of North America. "Panasonic digital hearing instruments are high-performing, offering long battery life and exceptional quality. Furthermore, they are comfortable to wear, easy to use and have an attractive design."

Since 1909, the Seal has been granted to products that have been submitted for and after an evaluation by the Good Housekeeping Research Institute. As part of Good Housekeeping's policy, if a product receiving the Seal proves to be defective within two years from the date it was first sold to a consumer by an authorized retailer, Good Housekeeping will replace the product or refund the purchase price.

To learn more about Panasonic digital hearing instruments, including features and specifications, please visit: www.panasonic.com/hearing.

About Panasonic

Based in Secaucus, NJ, Panasonic Corporation of North America provides a broad line of digital and other electronics products for consumer, business and industrial use. Panasonic Corporation of North America's newly formed Healthcare Group brings together Panasonic's expertise in a wide range of health and medical device technologies, including hearing care. For more information, visit www.panasonic.com/hearing. The company is the principal North American subsidiary of Panasonic Corporation (NYSE: PC), and the hub of Panasonic's U.S. branding, marketing, sales, service and R&D operations. Panasonic is pledged to practice prudent, sustainable use of the earth's natural resources and protect our environment through the company's Eco Ideas programs. Information about Panasonic and its products is available at www.panasonic.com. Additional company information for journalists is available at www.panasonic.com/pressroom.

About Good Housekeeping

Founded in 1885, *Good Housekeeping* (www.goodhousekeeping.com) magazine reaches 25 million readers each month. In addition to the print title, there is the Good Housekeeping Research Institute, the consumer product evaluation laboratory of *Good Housekeeping* magazine. Founded in 1900 and continuing today with the same mission, the Research Institute is dedicated to improving the lives of consumers and their families through education and product evaluation. Only products evaluated by the Good Housekeeping Research Institute can be accepted for advertising in the magazine, and thereby become eligible to display the Good Housekeeping Seal, the hallmark that provides assurance to readers that the products advertised in the magazine are backed by a two-year limited warranty against being defective, with specified exceptions. Readers can also interact with the brand on the digital front, with *Good Housekeeping* mobile (m.goodhousekeeping.com). In addition to its U.S. flagship, *Good Housekeeping* publishes 15 editions around the world. Hearst Magazines is a unit of Hearst Corporation (www.hearst.com) and is one of the world's largest publishers of monthly magazines, with nearly 200 editions around the world, including 15 U.S. titles and 20 magazines in the United Kingdom, published through its wholly-owned subsidiary, The National Magazine Company Limited. Hearst reaches more adults than any other publisher of monthly magazines (73.4 million total adults, according to MRI, Spring 2009).

###

Editorial Contacts:

MeeJin Annan-Brady, Panasonic 201-392-6124

meejin.annan-brady@us.panasonic.com