

Panasonic To Bring 103-Inch Diagonal Plasma TV To U.S. Market For The Holidays With Industry-First Service Program

World's Largest High Definition Plasma TV Will Include Standard-Setting Three-Year In-Home Warranty

SECAUCUS , NJ (July 19, 2006) – Panasonic, the market and technology leader in Plasma TV, today announced U.S. pricing and availability of its much anticipated 103-inch diagonal High Definition Plasma TV – the world's largest. The TH-103PZ600U with 1080p capability will have an SRP of \$69,999.95 and is expected to be available for delivery in time for Christmas 2006. It will also offer a three-year in-home limited warranty*, unprecedented in the industry.

“Panasonic didn't create the world's largest plasma TV as a technology demo for a trade show,” said Andrew Nelkin, Panasonic's Display Group Vice President. “We created it because, as worldwide sales of Plasma TVs continue on a meteoric rise, the market is seeking bigger displays on which people can experience the High Definition lifestyle.

“As important as it is to provide customers with the biggest and the best image, it is equally as important to Panasonic to provide extreme customer satisfaction,” said Nelkin. “With that goal in mind, we are offering customers an industry-first three-year in-home limited warranty with the 103-inch Plasma. We believe our Plasma TV customers are entitled to extra assistance to ensure they enjoy an easy transition to HDTV and get the full value of their investment.”



The TH-103PZ600U.
(High resolution image available below text.)

The TH-103PZ600U provides stunning widescreen progressive display featuring full HD pixel resolution of 1,920 horizontal x 1,080 vertical, a contrast ratio of 4,000:1, and 4,096 equivalent steps of gradation. Its effective display area is more than 89.3" wide by over 50.2" high. The super-size 103" 1080p panel is equivalent in size to four 50-inch Panasonic plasma displays.

The 103-inch Plasma TV joins Panasonic's line of industry-leading Plasma TV's including the 37-inch, 42-inch, 50-inch, 58-inch and the recently announced 1080p 65-inch.

“With the debut of our 103-inch model, Panasonic now offers customers the most robust and diverse range of High Definition Plasma displays,” said Nelkin. “Panasonic's 103-inch display represents the pinnacle of our achievement to date and truly redefines the level of ultimate home entertainment available for the most demanding video connoisseur.”

In addition, all owners of Panasonic Plasma TVs are covered by the Panasonic Plasma Concierge program which provides advice and answers from trained specialists to help users get on with the experience of enjoying HDTV's benefits. Panasonic is investing more than \$15 million in this unique program, including upgrading its customer call center in Chesapeake, Virginia, enhancing its website and taking measures to improve the overall customer experience.

The Panasonic TH-103PZ600U will be built to order and is expected to be available from select high-end electronics retailers in December. The 103-inch will also require professional installation due to its weight and size.

* Limitations and exclusions apply.

About Panasonic Consumer Electronics Company

Based in Secaucus, N.J., Panasonic Consumer Electronics Company is a Division of Panasonic Corporation of North America, the principal North American subsidiary of Matsushita Electric Industrial Co. Ltd. (NYSE: MC) and the hub of Panasonic's U.S. marketing, sales, service and R&D operations. Information about Panasonic products is available at www.panasonic.com. Additional company information for journalists is available at www.panasonic.com/pressroom.

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