

Headquarters News

Oct 1, 2008

Matsushita Electric Becomes Panasonic Corporation

 21[About Panasonic](#)[Reference](#)[Media Contacts](#)

Osaka, Japan - Effective today, October 1, 2008, Matsushita Electric Industrial Co., Ltd. has become Panasonic Corporation and its ticker symbol on the New York Stock Exchange has been changed to PC from MC. The name change also took effect for some of the group companies that used the names Matsushita or National. Along with the name change, Panasonic is working on the brand changeover from National to Panasonic in Japan, aiming to complete by the end of March 2010.

When it was first established in 1918 the company was known as Matsushita Electric Housewares Manufacturing Works, which was changed to Matsushita Electric Manufacturing Works in 1929. The company used the name Matsushita Electric Industrial Co., Ltd. after its incorporation as a joint stock corporation in 1935. While the company used the National and Panasonic brand names over a long period, it decided in 2003 to position Panasonic as its global brand with the brand slogan "Panasonic ideas for life."

With this company name change and brand unification, the company has renewed its commitment to bringing the achievements accumulated through the three different names of Matsushita, National, and Panasonic under the one single name of Panasonic to enhance its brand value.

Panasonic Corporation will maintain and put its management philosophy into practice throughout the world. The company will inherit and further develop its corporate culture cultivated by the Matsushita Group. Panasonic employees across the world will unite their efforts under the common management philosophy, pursuing together the common goal of making Panasonic Corporation a globally excellent company.

About Panasonic

Panasonic Corporation 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 9.07 trillion yen (US\$90.7 billion) for the year ended March 31, 2008. The company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE Symbol: PC) stock exchanges. For more information on the company and the Panasonic brand, visit the company's website at <http://panasonic.net/>.

A list of the new names of some group companies and divisions follows.

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<Reference>

Upon the company name change to Panasonic Corporation, some group companies and divisions have changed their names effective October 1, 2008. *Matsushita Battery Industrial Co., Ltd., which used to be a wholly-owned subsidiary of Matsushita Electric Industrial Co., Ltd., has become an internal divisional company of Panasonic Corporation as a result of the merger by MEI effective on October 1, 2008.

• Group Companies

<Old>

Matsushita Electric Industrial Co., Ltd.
Semiconductor Company
Panasonic AVC Networks Company
Panasonic Automotive Systems Company
Panasonic System Solutions

<New>

Panasonic Corporation
Semiconductor Company
AVC Networks Company
Automotive Systems Company
System Solutions Company
Home Appliances Company

Company	Lighting Company
Matsushita Home Appliances Company	Energy Company
Lighting Company	Motor Company
(Matsushita Battery Industrial Co., Ltd.)*	
Motor Company	

Panasonic Communications Co., Ltd.	Panasonic Communications Co., Ltd.	(No change)
Panasonic Mobile Communications Co., Ltd.	Panasonic Mobile Communications Co., Ltd.	(No change)
Matsushita Battery Industrial Co., Ltd.*	(Becomes an internal divisional company effective October 1, 2008)	
Panasonic Electronic Devices Co., Ltd.	Panasonic Electronic Devices Co., Ltd.	(No change)
Matsushita Ecology Systems Co., Ltd.	Panasonic Ecology Systems Co., Ltd.	
Panasonic Factory Solutions Co., Ltd.	Panasonic Factory Solutions Co., Ltd.	(No change)
Matsushita Welding Systems Co., Ltd.	Panasonic Welding Systems Co., Ltd.	
Panasonic Shikoku Electronics Co., Ltd.	Panasonic Shikoku Electronics Co., Ltd.	(No change)

Matsushita Electric Works, Ltd.	Panasonic Electric Works Co., Ltd.	
PanaHome Corporation	PanaHome Corporation	(No change)

• Divisions

<Old>	<New>
Matsushita Electric Industrial Co., Ltd.	Panasonic Corporation
Corporate Marketing Division for Panasonic Brand	Corporate Marketing Division for Digital AVC Products
Corporate Marketing Division for National Brand Home Appliances	Corporate Marketing Division for Home Appliances
Corporate Marketing Division for National Brand Wellness Products	Corporate Marketing Division for Wellness Products
Panasonic Design Company	Design Company

Media Contacts:

Akira Kadota, International PR
Panasonic Corporation
Tel: 03-3578-1237 Fax: 03-3436-6766
Panasonic News Bureau
Tel: 03-3542-6205 Fax: 03-3542-9018

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Our Company	Philosophy & Business	Corporate Governance	Code of Conduct	Procurement Activities			
Technology & Design	Breakthrough Technology	Research & Development Structure	List of Conference Presentations	Design	Universal Design		
History	Corporate History	The Founder, Konosuke Matsushita					
Brand	Brand Story	Brand	Brand History				
Careers	Careers	FAQ					

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