

For Immediate Release

NEWS RELEASE

PANASONIC AND SUPERINTERNET LAUNCH INDUSTRY'S FIRST COST-EFFECTIVE, INTEGRATED TELECOMMUNICATIONS SOLUTION

SMEs to benefit from reduced overall costs of up to 60%

Singapore, 2 November 2007 – Panasonic Systems Asia Pacific, a leading communications and systems manufacturer today launched a new integrated communications system that boasts overall savings of as much as 60% over existing systems in Singapore. The industry's first cost-effective, all-in-one telecommunications solution is the result of a partnership between Panasonic Systems Asia Pacific and SuperInternet, an advanced unified communications provider.

Known as Private Branch Exchange-Integrated Service Packet Routing Interchange (PBX-ISPRI in short), the integrated system supports multiple calling channels, with up to 24 Direct Dial In (DDI) numbers on a single telephone line.

With PBX-ISPRI, companies will now be able to enjoy the conveniences that come with having dedicated telephone numbers for staff without incurring the high costs of similar services currently available in the market. In addition, businesses using the PBX-ISPRI can enjoy on average, about 60% of savings on one-time set-up costs and monthly subscriptions.

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Commenting on the launch of the new communications system, Mr Matsumoto Wataru, Director of Panasonic Systems, Asia Pacific, said: "Many companies, particularly small and medium-sized firms, have not been able to tap on the benefits of sophisticated communications systems with dedicated phone numbers for staff due to the high costs. In view of this, Panasonic has taken the lead to develop this affordable solution to cater to their business needs."

He added: "We are pleased to partner with SuperInternet to leverage their expertise in providing quality telecommunications services. Together with our leading position in manufacturing communications equipment and systems, we are confident that this partnership will bring about win-win solutions to add value and support the business needs of our customers."

SuperInternet will be launching three new service plans – the ISPRI-3, ISPRI-4 and ISPRI-6. Specially developed with SMEs in mind, the new XLVoice[®] ISPRI service plans will provide customers with 8, 10 and 24 DDI numbers with monthly subscriptions from S\$99. Each of these service plans includes the necessary infrastructure equipment on managed basis, installation as well as onsite support throughout the subscription of the service. In addition to voice services, XLVoice[®] will be offering customers an option to subscribe to broadband Internet service plans soon. With this, subscribers can unify their business communications infrastructure in future, eliminating the need to purchase and maintain separate equipment and contracts, thereby further reducing costs.

(Refer to attached comparison price charts for the full range of benefits)

Ms Doreen Tan, Senior Manager of SuperInternet said, "SuperInternet positions itself as unified communications infrastructure provider, bringing enterprise class solutions to SMEs at an affordable price. With XLVoice[®] ISPRI and our new partnership with Panasonic, we are glad that we can bring new service offerings

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to our customers and extend the range of possibilities for them to become more productive and competitive.”

PBX-ISPRI will be available from 2 November 2007 through four authorised dealers – Heng Lee Seng Electronics (Tel: 6741-3688), Hyper Communication (S) Pte Ltd (Tel: 6336-0055), Jia Ying Trading Pte Ltd (Tel: 6336-0404) and Teligraph Business Systems Pte Ltd (Tel: 6274-8188).

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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/>.

About SuperInternet

SuperInternet ACCESS Pte Ltd, has been offering managed internet access services since 2000. When IDA launched the IP Telephony regulatory framework in 2005, SuperInternet was the first licensee to obtain and fully interconnect the new level 3 phone numbers. Today, SuperInternet holds a direct assignment of 30,000 numbers from the IDA and is aggressively rolling out advanced unified communications services heretofore unseen in the local and regional markets. XLVoice ® and IPTel.net.sg are trademarks of SuperInternet ACCESS Pte Ltd.

For more information, please contact:

Foreword Communications Pte Ltd

Emily Poon/ Adeline Li

Tel: 6338-5918

Mobile: 9023-4089 (Emily) or 9782-6190 (Adeline)

Email: emily@foreword.com.sg or adeline@foreword.com.sg

Panasonic Systems Asia Pacific

Goh Cheng How

Marketing and Corporate Communications Manager

Tel: 6277-7255

Email: chenghow.goh@sg.panasonic.com