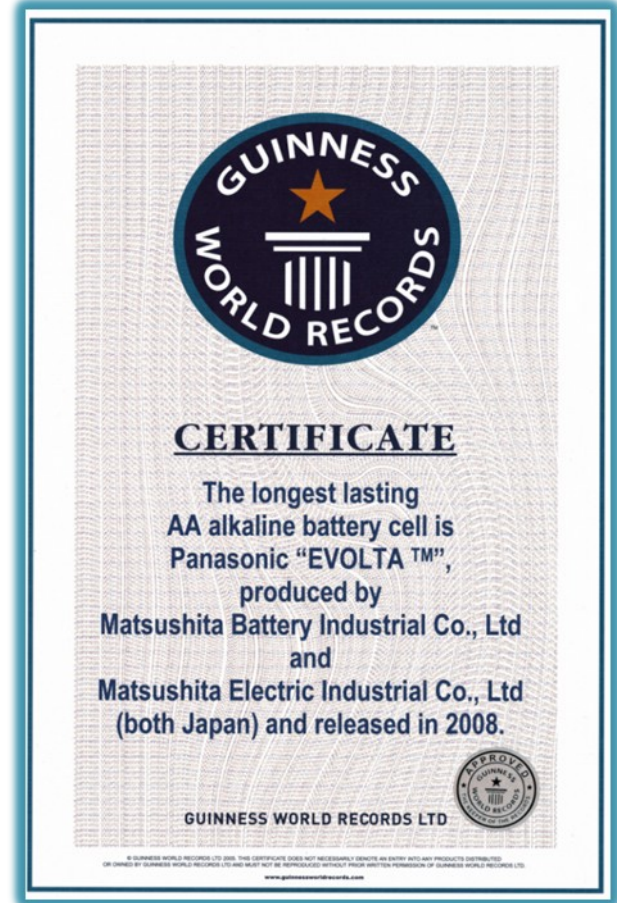




# “Evolta” Press Event (Tokyo January 15<sup>th</sup> 2008)

- ★ “Evoia” was globally introduced as “Evolta” at a press conference in Tokyo on January 15<sup>th</sup>
- ★ “Evoia” has the same technology as “Evolta”
- ★ Panasonic “Evolta” has been officially recognized by GUINNESS WORLD RECORDS as the **World’s No.1 long lasting AA Alkaline battery\***

“Evolta” announced as outperforming competitors in all common industry tests\*



\* Average of all discharge mode ANSI & IEC (at this point, Jan 15<sup>th</sup> 2008)

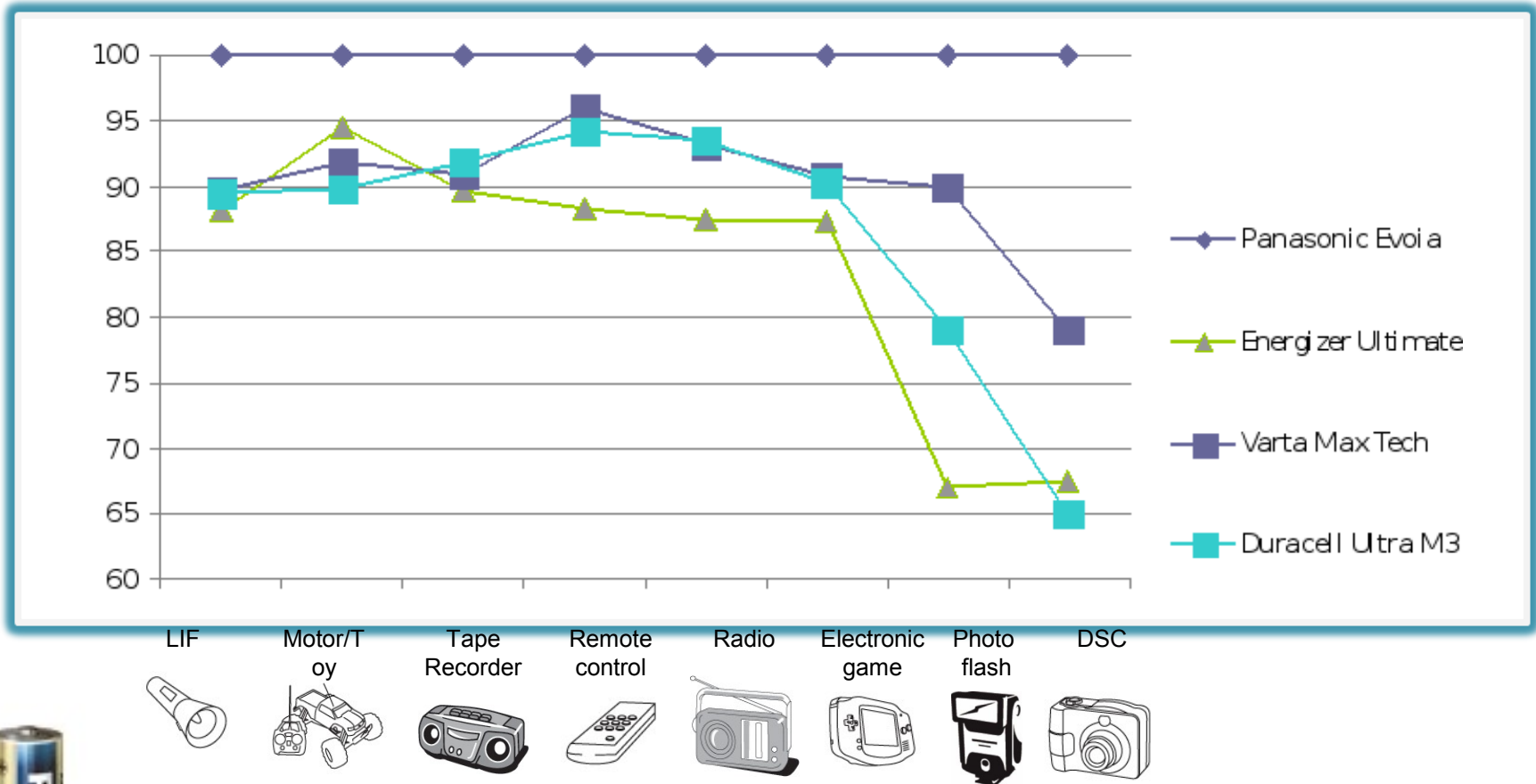
© Copyright Panasonic Battery Sales Europe (PBSE) 2008 – All rights reserved – confidential and for information purposes only. Not final presentation - not fit for further distribution or copying GUINNESS WORLD RECORDS is a trademark of Guinness World Records Limited.

**Panasonic**  
ideas for life

# Record breaking performance



## AA IEC performance test data versus high premium competitors



Testing by Sagentia Catella AB – summer 2008

© Copyright Panasonic Battery Sales Europe (PBSE) 2008 – All rights reserved – confidential and for information purposes only. Not final presentation - not fit for further distribution or copying GUINNESS WORLD RECORDS is a trademark of Guinness World Records Limited.

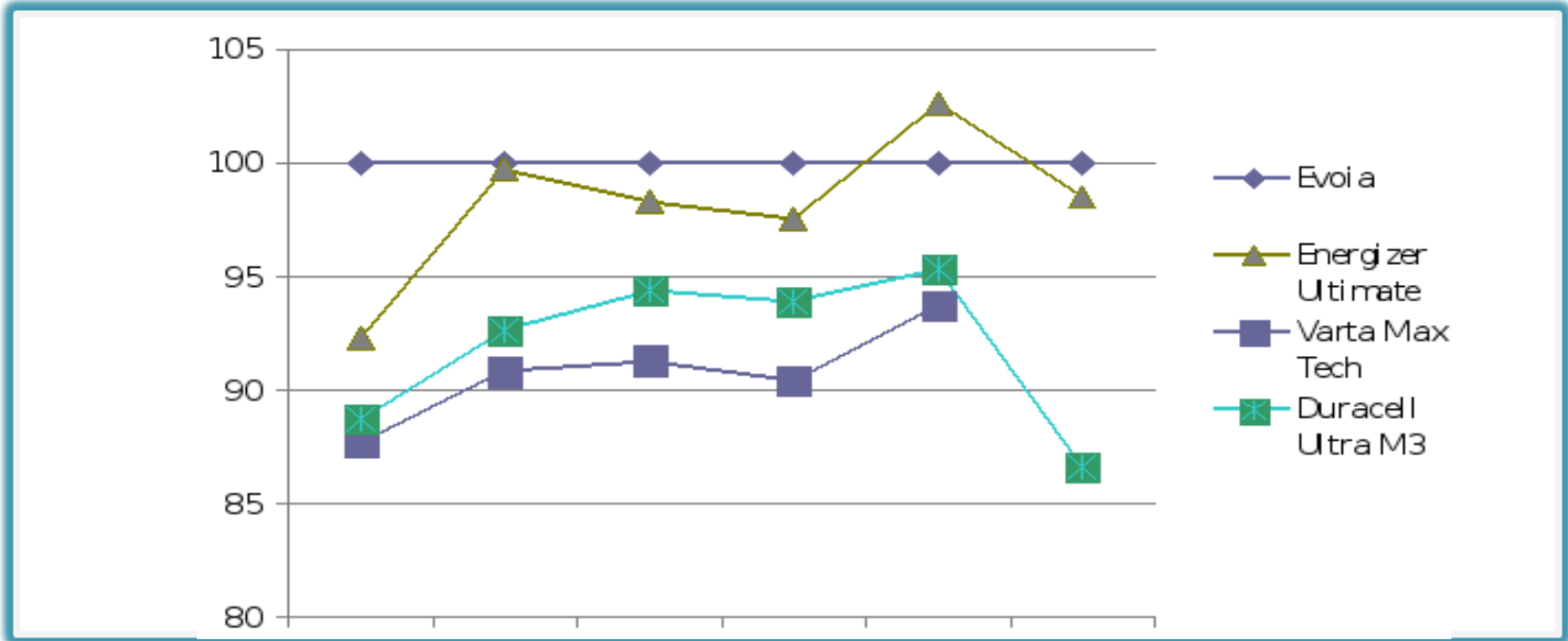


**Panasonic**  
ideas for life

# Record breaking performance



AAA IEC performance test data versus high premium competitors



LIF      Tape Recorder      Remote control      Radio      Electronic game      Photo flash



Testing by Sagentia Catella AB – summer 2008



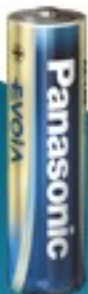
© Copyright Panasonic Battery Sales Europe (PBSE) 2008 – All rights reserved – confidential and for information purposes only. Not final presentation - not fit for further distribution or copying GUINNESS WORLD RECORDS is a trademark of Guinness World Records Limited.

**Panasonic**  
ideas for life

# The AA range



CSU / Reorder Nr	LR6EE/4BP	LR6EE/2BP	LR6EE/8BW
EAN	5410853034131	5410853034193	5410853036272



\*will have leaflet/sticker as shown on 4BP

© Copyright Panasonic Battery Sales Europe (PBSE) 2008 – All rights reserved – confidential and for information purposes only. Not final presentation - not fit for further distribution or copying GUINNESS WORLD RECORDS is a trademark of Guinness World Records Limited.

**Panasonic**  
ideas for life

# The AAA range



CSU / Reorder Nr	LR03EE/4BP	LR03EE/2BP	LR03EE/8BW
EAN	5410853035718	5410853035886	5410853036258



© Copyright Panasonic Battery Sales Europe (PBSE) 2008 – All rights reserved – confidential and for information purposes only. Not final presentation - not fit for further distribution or copying GUINNESS WORLD RECORDS is a trademark of Guinness World Records Limited.

**Panasonic**  
ideas for life

# The C & D range



CSU / Reorder Nr	LR14EE/2BP	LR20EE/2BP
EAN	5410853035947	5410853035916



C & D sizes do not use the same technology as the AA & AAA sizes

© Copyright Panasonic Battery Sales Europe (PBSE) 2008 – All rights reserved – confidential and for information purposes only. Not final presentation - not fit for further distribution or copying GUINNESS WORLD RECORDS is a trademark of Guinness World Records Limited.

**Panasonic**  
ideas for life