

PANASONIC NAMED LEADER IN SMALL BUSINESS PHONE SYSTEMS FOR ALL OF 2010 and Q1 OF 2011

Latest Research Confirms Panasonic Continues to Lead in Market Share for North America

SECAUCUS, NJ (June 27, 2011) – Panasonic System Networks Company of America today announced that it continues its market leadership in the small business telephone market* by again achieving #1 market share in North America for the full calendar year 2010 and for the first quarter of 2011. The new market information was released by the Parsippany, NJ based information technology market research firm T3i Group, in June of this year.

The T3i report, *InfoTrack for Enterprise Communications, North America* reports that Panasonic achieved 24% market share for the North American market in 2010 with a 9 point lead over Cisco, the next closest competitor. In IP-enabled technology Panasonic had a 26% market share, 3 points ahead of the next highest ranked brand, Cisco.

In Q1 Panasonic had a 30% market share in North America, with a 20 point lead over the next closest brand, NEC. T3i also noted that Panasonic line shipment growth for Q1 was up 18% over the prior quarter and up 25% versus Q1 of 2010.

“Panasonic is pleased to offer a variety of business telephony options to small businesses that can be tailored to meet their every need,” said Bill Taylor, President of Panasonic System Networks Company of America. “Panasonic’s consistent performance quarter after quarter and year after year reflects our steady and ongoing commitment to the SMB market. Business and technical decision-makers alike know that they can count on Panasonic to bring solutions, not just technology, to solve their challenging business problems and help them compete in a tough economic climate.”

* Defined by T3i Group as the sum of key/hybrid, PBX, and IP-PBX business phone systems with 2-40 extensions.

About Panasonic System Networks Company of America

Based in Secaucus, NJ, Panasonic System Networks Company of America is a unit of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation (NYSE: [PC](#)). A comprehensive business-to-business solutions provider, the company develops and delivers reliable, affordable, and flexible solutions for communication, collaboration, security and productivity. The complete suite of solutions addresses home and business communications, security and surveillance systems, retail information systems, office productivity solutions, and high definition visual conferencing, keeping Panasonic customers connected, informed, accessible and secure. Information is available at www.panasonic.com/psna. Additional company information for journalists is available at www.panasonic.com/pressroom.

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