

Editorial Contacts:

Martha Whiteley  
Panasonic  
201-348-7781

whiteleym@us.panasonic.com

Lindsay Singler  
Fusion PR

212-651-4220

Lindsay.Singler@fusionpr.com

**PANASONIC KICKS OFF NEUTER YOUR BUNNY**

Nationwide public awareness effort to promote bunny neutering sponsored by Panasonic's Oxyride™ Extreme Power™ batteries

SECAUCUS, N.J. (June 6, 2006) – Panasonic Battery Corp. of America today announced Neuter Your Bunny ([www.neuteryourbunny.com](http://www.neuteryourbunny.com)), a public awareness effort dedicated to promoting bunny neutering. Neuter your Bunny follows Easter's bunny purchasing season and will educate pet owners on the benefits of neutering their bunnies. Panasonic is promoting the cause through its Oxyride Extreme Power batteries by underwriting neuters and donating \$10,000 to the House Rabbit Society (HRS), an international nonprofit animal rescue and education organization.

"The timing of this educational effort couldn't be better as more rabbits are abandoned in the months following Easter than any other time of year," said Mary Cotter, vice president and education director of the International House Rabbit Society. "Neutering eliminates behavior problems caused by a bunny's raging hormones and allows bunnies to live happier, healthier lives. We thank Panasonic for supporting this cause."

"Panasonic is pleased to help improve the lives of real bunnies and their owners through Neuter your Bunny," said Brian Kimberlin, Director, Consumer Marketing, Panasonic Battery Corporation of America. "With this effort, we hope to raise awareness for the health benefits of bunny neutering and the performance benefits of using Panasonic Oxyride batteries. When using Oxyride batteries in your digital camera, bunny owners can take twice as many pictures of their pets than they could with Energizer Max."

As part of the initiative, Panasonic will hold Neuter Your Bunny Day on Wednesday, June 14, 2006 in New York City where selected bunny owners will have the opportunity to neuter their bunnies for free courtesy of Panasonic Oxyride batteries. At this time, Panasonic will also present their donation to the House Rabbit Society, which will be used to further support the cause. Please visit [www.neuteryourbunny.com](http://www.neuteryourbunny.com) for information on bunny neutering and Panasonic's commitment to the cause.

For additional information on HRS and their mission to rescue and re-home abandoned rabbits, and to improve rabbits' lives, please visit [www.rabbit.org](http://www.rabbit.org).

**About Oxyride Extreme Power Batteries**

First introduced to U.S. consumers in July 2005, the Oxyride Extreme Power battery represents Panasonic's first major innovation in primary battery technology since their introduction of alkaline in 1965. Based on nickel oxyhydroxide (NiOOH) chemistry, Panasonic's Oxyride battery combines newly developed materials and an advanced manufacturing process to deliver

improved power performance. Panasonic Oxyride batteries have been proven to deliver up to two times the amount of pictures in digital still cameras as their Alkaline Plus batteries, with a new and improved Oxyride battery coming in Spring 2006 to deliver as many as three times more pictures than alkaline. After eight years of research and development, Panasonic is proud to be the first to bring Oxyride technology to the U.S. market. For more information on Oxyride batteries, please visit [www.oxyrideme.com](http://www.oxyrideme.com).

### **About Panasonic Batteries**

A leading name in consumer electronics, Panasonic markets a wide range of high-quality, alkaline, lithium and rechargeable nickel-metal hydride batteries, as well as the new Oxyride(tm) Extreme Power(tm) batteries, for photo and consumer electronics. Panasonic consumer batteries are manufactured by Matsushita Battery Industrial Co., Ltd., and marketed in the United States by Panasonic Battery Corporation of America, Consumer Sales & Marketing Division. Matsushita Battery Industrial Co., Ltd., a wholly owned subsidiary of Matsushita Electric Industrial Co., Ltd., is one of the world's leading full-range battery research and manufacturing companies. With 28 factories in 16 countries, including three in North America, and more than 70 years of experience in the battery marketplace, Matsushita Battery manufactures batteries for consumer, industrial and OEM use, and is committed to working in harmony with the global environment.