

Panasonic Solutions Company

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PANASONIC ANNOUNCES 'SHOOT IT. SHARE IT.' VIDEO CONTEST FOR PROFESSIONAL CAMCORDER USERS

* Shooters Offered Chance to Win Panasonic AG-HPX370 P2 HD Camcorder Package, Exposure at Prominent Industry Events *

SECAUCUS, NJ (August 18, 2010) — Panasonic Solutions Company is giving users of its professional camcorders a chance to win exciting prizes by showcasing their creative work in the new "Shoot It. Share It." video contest. From August 18th through October 15th, 2010, users of Panasonic P2 HD, AVCCAM and DVCPRO HD camcorders * can submit up to five videos demonstrating their compelling use of the camera for a chance to win wide-ranging honors, including the grand prize of an AG-HPX370 P2 HD Camcorder package.

How It Works

Step 1: Shoot a video that showcases the innovative way you are using your Panasonic camera.

Step 2: Upload the video (no more than 5 minutes in length) on the www.ShootItShareIt.com website. Log in to create an account and submit your video (format options: flv, wmv, avi, mpg, mp4, and m4v) in one of seven categories (Drama, Comedy, Documentary, Wildlife, Sports, Travel/Lifestyle and News). You will be asked to include a title for the video and a brief written explanation of how your Panasonic camera allowed you to capture your subject best. Your friends and colleagues can access the site to view your videos and others and rate them to tell the judges who they think should be selected as a semi-finalist.

Step 3: After the submission deadline of Friday, October 15th at 5:00 p.m. EST, a panel of judges will choose the first and second place winners in each category: The panel will be composed of Panasonic personnel as well as industry video professionals. Videos will be judged on the basis of filmmaking and cinematography, creativity and inventiveness, and the ability to convey a unique vision.

Prominent filmmakers and production companies have signed on as "Shoot It. Share It." program sponsors and judges. They include the Cinequest Film Festival for the Drama category; Rosey Media for the Comedy category; Bandito Films for the Documentary category; and Jackson Hole Wildlife Film Festival for the Wildlife category.

On Oct. 19th, first and second place category winners will be posted online. From Oct. 19th through Oct. 22nd, the public will have the opportunity to vote for the Grand Prize winner. The winner of the Wildlife category will be screened during the Jackson Hole Wildlife Film Festival Symposium, October 26-28, 2010. The Grand Prize winner will be announced on November 3rd during the Createasphere Exposition in Burbank, CA.

Contest winners will receive the following prizes:

• Grand Prize winner

* AG-HPX370 P2 HD Camcorder package including battery, case and one P2 card (a value of over \$12,000.00)

- **1st place category semifinalist winners**

- * Choice of an AG-HMC40 AVCCAM HD Camcorder or an AG-MSU10 Portable P2 Media Storage Device (value of \$2,300 or greater)

- **2nd place category semifinalist winners**

- * AJ-PCD2 P2 Card Reader (a value of \$350).

In addition to the grand and category prizes, some semi-finalist winners will also receive recognition from the category sponsor. For instance, Cinequest is offering the Drama semi-finalist a guaranteed screening spot at the 2011 Cinequest Film Festival. Rosey Media is granting a sixth month 'first look' relationship with the Comedy semi-finalist. Bandito Films will offer a short-term relationship in which they will work with the Documentary semi-finalist to review and critique his material.

For complete contest rules and to learn more about the "Shoot It. Share It." video contest, visit www.ShootItShareIt.com.

About Panasonic Solutions Company

Panasonic Solutions Company empowers people whose jobs depend on reliable technology. The company delivers collaboration, information-sharing and decision-support solutions for customers in government, healthcare, education and a wide variety of commercial enterprises. Products and services within the company's portfolio include Panasonic Toughbook® mobile computing solutions, projectors, professional displays (including both plasma and LCD), and HD video acquisition and production solutions. As a result of its commitment to R&D, manufacturing and quality control, Panasonic is known for the reliability and longevity of its products. Panasonic Solutions Company is a Division of Panasonic Corporation of North America, which is the principal North American subsidiary of Panasonic Corporation (NYSE: PC).

For more information on Panasonic pro video products, please visit www.panasonic.com/broadcast or call **877-803-8492**.

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* All Panasonic professional solid-state and tape-based HD camcorders. This includes current and discontinued P2 HD and AVCCAM solid-state and DVCPRO HD tape camcorders.