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Panasonic Provides Dealer Base with Screening Technology for Recruiting
Exclusive alliance gives office product dealers access to PyramidST sourcing

SECAUCUS, NJ October 19, 2006 — Panasonic Digital Document Company announced today that it will be offering an innovative third party recruiting solution for its dealer network nationwide. Pleasanton, California-based Pyramid Screening Technology, Inc. (www.pyramidst.com), will now be exclusively providing Panasonic office system dealers with their unique internet-based recruiting technology.

“One of the keys to success in the office systems business is recruiting talented and motivated sales people. Today, this has become a haphazard and time-consuming effort which unfortunately only occasionally bears fruit,” comments Steve Mullin, President of Panasonic Digital Document Company. “For our dealers to maintain their growth and prosperity, they must continuously expand and refresh their sales forces. By partnering with Pyramid Screening Technology for the exclusive use of its services in this sector, Panasonic has given its dealers a world-class, turnkey program to locate, qualify and recruit top-tier sales talent in an expeditious and cost-effective manner,” further notes Mullin.

Mullin also noted that dealers previewing the system prior to its official launch were unanimous in their praise for what the Pyramid alliance offered them.

“We started the program the last week of August and it proved to be an immediate success,” said Marty Mouton, president of Sooner Office Systems, a major PDDC dealership in Houston, TX. “Within 5 days of our start date I logged onto the program’s recruiting website and received approximately 10 prescreened and qualified sales candidates. In less than two weeks, we set up numerous interviews and now anticipate hiring at least two sales reps and a sales manager from that talent pool.”

Mounton, who says recruiting, qualifying, and hiring three people would have taken him six months using traditional methods, praised the system for its accessibility and organization as well as the quality of its screening procedures.

“It is very easy to use and allows me to solidly track and score all the candidates,” he said. “The speed in getting results, efficiency of the system, and quality of candidates has been outstanding!”

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ABOUT PANASONIC

In the United States, Panasonic Digital Document Company, unit of Panasonic Corporation of North America, markets a broad line of digital imaging systems, computer peripherals and office system products designed specifically for business use. Products available include color digital copiers, network multifunction devices, document management systems, scanners, electronic/interactive whiteboards, color laser printers, impact printers, and fax and internet fax machines. Headquartered in Secaucus, NJ, Panasonic Corporation of North America is the principal North American subsidiary of Matsushita Electric Industrial Co., Ltd. (NYSE: MC) of Osaka, Japan. For more information, visit <http://www.panasonic.com/office>.

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EDITOR'S NOTE

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