

Panasonic Joins the EPA Smart Way Partnership

Panasonic Corporation of North America, along with its parent company, Matsushita Electric Industrial Company has always been focused on being a good corporate citizen in the communities where we do business. The *SmartWay* Transport Partnership is a key factor in providing our company with another means to reduce our carbon footprint on the environment. PNA enrolled in the program and then submitted its action plan and goals in April 2007. We currently ship over 70% of our freight through *SmartWay* participating carriers, and are committed to increasing that score over the next 3 years. We believe this program is a win/win for consumers, the environment and our company.



The Smart Way transport program is a voluntary partnership between members of the freight industry and the EPA aiming to establish improvements to fuel efficiency and reduce greenhouse gas emissions. The program aims to foster a partnership between shippers and freight carriers to improve efficiency and reduce CO2 emissions. Transportation partners must meet and adhere to certain energy efficient criteria such as reduced idling time and guaranteed fuller loads. For more information of the *SmartWay* program please go to <http://www.epa.gov/smartway/>

To learn more about Panasonic's corporate efforts to green its logistics activities, visit http://panasonic.net/eco/data_file/ls_05.html