

For Immediate Release

Panasonic New EzyClean Bidet

Hygienic Cleaning Experience

Kuala Lumpur, 1 October 2009 – Panasonic Malaysia introduces a new cleaning experience for the bathrooms. In modern lifestyle, bidet has become an invaluable aid to personal hygiene, provides a level of cleanliness that just cannot be achieved with mere wiping, douching, or showering. The bidet cleanses the user with water that shoots out from nozzles. It simply does a better job of cleaning, which is easier and cleaner than wiping alone with toilet paper. It provides a clean and comfortable bathroom experiences to consumers.

In understanding the recent market condition, Panasonic introduces a whole new level of comfort – EzyClean bidet – DL-AB10, to replace the current cleaning methods such cleaning with water hose, toilet paper, scoop water from bucket and hand washes. Now you transform your bathroom into a luxurious relaxing part of the home. Practical hygienic cleaning features for you and your family to ensure the comfortable, clean and convenient bathroom experiences.

Panasonic's EzyClean bidet incorporates the Ag+ Crystal Antibacterial technology, which was introduced in Japan as a solution towards anti-bacterial into the toilet seat, twin nozzle tips and controlling knobs. The silver ions (Ag+) affect the metabolism of bacteria by destroying its cell wall to effectively inhibit the growth of bacteria and fungus. This is to provide you with hygienic cleaning bathroom experience and easy maintenance.

For the cleaning features, EzyClean bidet comes with twin nozzles – family and feminine wash with the controlling knobs to adjust the water volume for cleaning. For the family nozzle, it has a single tube with straight water flow for effective cleaning while the feminine nozzle is designed with 5 holes with soft spray water flow for comfortable cleaning.

In addition, Panasonic's EzyClean bidet is ergonomically designed to suit the toilet bowl sizes from 330mm to 360mm. It has adopted a DIY concept for easy installation and dismantling without using electricity and wiring work. With the detachable cover, toilet seat and cleaning nozzle tips, maintenance is made easy.

According to healthcare professionals, excessive and intense rubbing of the anal region with rough toilet paper will cause wounds that lead to discomfort and possible infection. Panasonic's EzyClean bidet is recommended to those people suffering of hemorrhoids, rashes and infirmity, by helping to reduce the pain and keep the sensitive region clean. It is also suitable for the elderly, children, disable people and women during confinement.

The EzyClean bidet – DL-AB10 is available at all authorized Panasonic dealers nationwide at an affordable price of RM 499.

About Panasonic Malaysia Sdn Bhd

Panasonic Malaysia Sdn Bhd is a sales, service and marketing company for the Panasonic brand of electrical and electronic products ranging from audio visuals, home appliances, air conditioners, digital and video cameras, professional broadcasting equipment, business systems, telecommunications, health and beauty care to batteries and lightings. All Panasonic products are available through our authorized dealers nationwide. For more information on Panasonic brand and products, visit our website at www.panasonic.com.my or call our Customer Care Center at 03-5543 7600

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Media Contact: Azizah Wahid
General Manager, Corporate Communications & Branding
Tel: 03 7809 7876 Fax: 03 7955 1857 Mobile: 019 217 2730
Email: azizah.wahid@my.panasonic.com

Simone Pan
Executive, Corporate Communications & Branding
Tel: 03 7809 7874 Fax: 03 7955 1857 Mobile: 012 694 5966
Email: simone.pan@my.panasonic.com

Product Contact: Christhy Wong Seow Chui
Product Executive, HA Marketing Department
Tel: 03-7809 7604 Fax: 03-7955 2848
Email: christy.wong@my.panasonic.com

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