

For Immediate Release

Panasonic New Hygenia Dish Dryer

A Healthier Living for You and Your Family

Kuala Lumpur, 1 October 2009 – To meet the needs of an ever health conscious market in the country, Panasonic is introducing its Dish Dryer in Malaysia. The Panasonic's **Hygenia** Dish Dryer is the answer to a healthier living for you and your family.

Wiping wet kitchen utensils after washing with a dish cloth is inefficient, unhygienic and unhealthy. The lint of the fabric may stay attached to the utensils and consumed together with the food or drink. At the same time, washing alone cannot clean up the utensils thoroughly. There are germs and bacteria that are not visible to our naked eyes.

Panasonic's Hygienia Dish Dryer dries kitchen utensils by heating them up to 70°C, which inhibits the growth of bacteria such as Escherichia Coli (E-Coli), the number one cause of illnesses such as diarrhea, cholera, typhoid fever, kidney failure and Hepatitis A. It also inhibits the growth of Staphylococcus aureus, the leading cause of food poisoning, weakening immune system and skin disease.

The large enclosed compartment of the Dish Dryer avoids unwanted house pests like lizard, flies and cockroaches in contact with kitchen utensils. Now you can rest assured that all your kitchen utensils are dry, clean and safe to use.

The Hygienia Dish Dryer large opening lid design allows larger items to fit comfortably into the rack. It is equipped with a rust free stainless steel storage rack. The triple thermal fuse safety devices enhanced the safety of using this easy to operate Dish Dryer. The onboard timer can program the drying time up to 60 minutes.

Panasonic's Hygienia Dish Dryer is an innovative solution to your hygiene needs and saves you time and energy. It is truly a must have appliance in all the modern kitchens.

The recommended retail price is RM299 and can be found in all authorized dealers effective October 2009.

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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