

## **Save the date: eneloop's birthday party**

**An occasion to light up your life!**

**Zellik, 8 March 2016 – eneloop, Panasonic's revolutionary rechargeable battery, will – literally and metaphorically – light up the city of Warsaw on 19 March as part of its ten-year anniversary celebrations. Don't miss the brand's spectacular birthday party right outside the Zlote Tarasy mall.**

eneloop was launched in 2005 and totally transformed the battery power market thanks to its exceptional features: it can be recharged up to 2,100 times and has a low self-discharge rate. It also comes pre-charged with solar energy so it can be used straight from the packaging. Today, the brand's long-lasting and dependable products are used in more than 80 countries; over 330 million units have been produced during the last decade (to end March 2015).

To celebrate the ten-year existence of this unique, eco-friendly rechargeable battery, Panasonic is running a special, year-long, eneloop-centred campaign (until 31 March 2016). In addition to launching a new [website](#), available in 13 languages, and several compelling competitions (such as the currently running [European photo challenge](#)), Panasonic threw a spectacular birthday party in Germany. And it's holding another in Poland soon.

The first event took place at Bikini Berlin in November 2015 and proved to be a massive success. From a huge, luminous eneloop-shaped stand, over 5,000 glowing goodie bags were handed out to the passing crowds. People of all ages stopped by to celebrate together with eneloopy, the brand's canine mascot. Watch the aftermovie here: <https://www.youtube.com/watch?v=e-hExCdiFCY>.

eneloop is now planning a repeat fun and energetic afternoon on Saturday, 19 March 2016 at the Zlote Tarasy shopping mall in Warsaw, Poland. The event will once again revolve around eneloop energy- and money-saving batteries. Visitors to the stand will receive an exclusive eneloop gift bag containing a special anniversary discount on eneloop products and a trendy LED light powered by eneloop batteries, which will come in handy as 'EARTH HOUR', the World Wildlife Fund's open source movement focused on protecting the planet, takes place on the same evening. EARTH HOUR will see citizens around the world extinguish their lights for one hour, between 8:30 and 9:30 pm. eneloop will be on hand to guide you through the darkness!

Date & time: Saturday, 19 March 2016, from 11:00 AM to 9:30 PM

Where to find us: outside Zlote Tarasy shopping mall (ul. Złota 59 00-120 Warszawa)

Alongside these festivities, Panasonic is offering a 30% discount on eneloop products in all RTV EURO AGD, Media Markt, Saturn and MAKRO shops in Poland, as well as on the [Panasonic webshop](#) that weekend.

### **About Panasonic Energy Group Europe**

Panasonic Energy Group Europe is headquartered in Brussels, Belgium. The company is part of the Panasonic Corporation, a leading global manufacturer of electronic and electrical goods. Panasonic's vast and lengthy experience in the consumer electronics field has helped make Panasonic Energy Group Europe the largest battery manufacturer in Europe today. Its production facilities in Tessenderlo, Belgium, and Gniezno, Poland, make up to two billion batteries every year. Panasonic Energy Group Europe supplies 'mobile' energy solutions to more than 30 European countries. The company's diverse product range includes rechargeable, chargers, zinc carbon, alkaline and specialty batteries (such as zinc air, photo lithium, lithium coin, micro alkaline, silver oxide).

For more information, visit: [www.panasonic-batteries.com](http://www.panasonic-batteries.com).

### **About Panasonic**

The Panasonic Corporation is a leading company worldwide in the development and manufacture of electronic goods for a wide range of private, trade and industrial uses. The Group, based in Osaka, Japan, in financial year ended 31 March 2015 posted consolidated net sales of around 57.28 billion EUR. Panasonic Corporation's shares are listed on the Tokyo, Osaka, Nagoya and New York stock exchanges (NYSE symbol: PC). Panasonic wants to become by its 100th birthday in 2018 the world's leading company for green innovations in the electronics industry.

More information about the company and the Panasonic brand name at [www.panasonic.net](http://www.panasonic.net).

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