

Panasonic teams up with Angry Birds for exciting competition

Zellik, 21 April 2016. – As part of its co-branding initiative with the much-awaited Angry Birds movie, Panasonic has devised an ingenious competition for European consumers. The challenge entices people of all ages to take part in an Angry Birds lookalike contest for a chance to win a family holiday to Croatia.

The characters that feature in the Angry Birds movie - Red, Chuck, Bubbles, Bomb, Matilda, Hal, Terence and their friends - are all highly colorful with fantastic theatrical expressions, making them the ideal focal point for the co-branded competition.

How angry an Angry Bird can you be?

To enter, participants must upload a photograph of themselves as a lookalike of one of ten favorite Angry Birds movie characters to a dedicated competition website. There are several ways they can achieve the look:

- They can download, print, cut out and wear the 'Angry Birds elements' (beaks, eyebrows, feathers, etc.) available for each character via the website, and complete the look with their own fitting Angry Birds expression. They can also opt to fashion their own 'accessories'. They then upload their finished picture to the site's gallery space.
- Or they can upload a photo of themselves and 'Photoshop' their image using the digital Angry Birds accessories provided on the website, before entering into the gallery.

Great Angry Birds prizes to win

All uploaded photos will be available on the site for visitors to vote for; the one with the most votes will be declared the winner. Contestants are invited to encourage friends and family via social media to 'like' their picture to try and get the most votes. The winner will enjoy a trip to Croatia for a family of four. Runners-up will receive a number of fun Panasonic/Angry Birds-themed prizes. The competition runs between 4 April and 31 October.

Visit <https://angrybirds.panasonic-batteries.com> to find out more.

Getting the word out

The competition is being supported by a wide range of eye-catching POS materials to be used in stores in 30 European countries as of mid-May. All Panasonic/Angry Birds co-branded, attention-grabbing POS materials feature the highly colorful film characters alongside the Panasonic logo and images of Panasonic batteries, as well as a call to action for the competition. Packaging for Panasonic batteries is also being decorated with the Angry Birds theme, with different types of batteries featuring a different film character.

Europe will get the scoop on The Angry Birds movie being the continent with the earliest release date: this spring. Panasonic's partnership with Angry Birds offers the company the opportunity to significantly increase consumer awareness of its extensive range of advanced battery solutions.

About Panasonic Energy Europe

Panasonic Energy Europe is headquartered in Zellik, near 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 the largest battery manufacturer in Europe today. The European production facilities are located in Tessenderlo, Belgium, and Gniezno, Poland. Panasonic Energy 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.

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. Panasonic, based in Osaka, Japan, in financial year ended 31 March 2015 posted consolidated net sales of around 57.28 billion EUR. Panasonic is committed to creating a better life and a better world, continuously contributing to the evolution of society and to the happiness of people around the globe.

More information about the company and the Panasonic brand name at www.panasonic.net.

PRESS CONTACT

ARK Communication

Ann-Sophie Cardoen

Content & PR Consultant

T +32 3 780 96 96

ann-sophie@ark.be

www.ark.be

Panasonic Energy Europe NV

Vicky Raman

Brand Marketing Manager

T +32 2 467 84 35

vicky.raman@eu.panasonic.com

www.panasonic-batteries.com

ARK Communication

Ann Velghe

Content & PR Manager

T +32 3 780 96 96

ann@ark.be

www.ark.be