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IPS Alpha Technology, Ltd.

FOR IMMEDIATE RELEASE

IPS Alpha Technology to Produce LCD TV Modules in Malaysia

Responding to Growing Demand in Emerging Markets

Mobara, Chiba Prefecture, Japan - IPS Alpha Technology, Ltd. will establish a new manufacturing company in Malaysia, IPS Alpha Technology Malaysia Sdn. Bhd., by the end of November to produce LCD TV modules. The new company will start operation by February 2009 with an initial output of 50,000 units a month, which will be increased to 3 million units a year at full capacity.

The new company will operate as a subsidiary of IPS Alpha Technology Himeji, which is currently constructing a mass production hub for the latest LCD panels in Hyogo Prefecture in western Japan. It will set up a production line for LCD TV modules within Panasonic AVC Networks Kuala Lumpur Malaysia Sdn. Bhd. (PAVCKM), Panasonic's TV production base situated in the Shah Alam Industrial Site in Selangor, Malaysia. In conjunction with an adjacent TV assembly plant, the new Malaysia plant will have a highly efficient production structure with an integrated production system from module production to TV assembly. Through vertical coordination with PAVCKM, both companies' improved productivity will boost their competitiveness in the global market.

The LCD modules produced at the Malaysia plant will be supplied to PAVCKM and other Panasonic LCD TV assembly plants throughout Asia, allowing the company to respond to the growing demand for flat-panel TVs in emerging markets.

Due to the expansion of global market for flat-panel TVs driven by the global digitalization of broadcasting and packaged media, such as Blu-ray Discs, IPS Alpha constructed an LCD module plant in the Czech Republic in 2007 in order to respond to the demand in Europe, the world's largest LCD TV market.

As demand base for flat-panel TVs continues to expand, demand for additional TV sets in the household is growing in advanced markets such as Japan, North America, and Europe. Meanwhile, in emerging markets such as BRICs, Vietnam, and other parts of Asia, where digital broadcasting infrastructure is developing, the shift from cathode ray tube (CRT) to flat-panel TVs are picking up the pace. Consumer needs for high picture quality are also on the rise.

The new Malaysia plant will enable IPS Alpha Technology to respond actively and flexibly to the increasing demand of growing markets with IPS Alpha Panels, which have received much praise for their outstanding picture quality ideal for digital broadcasting, their wide viewing angle, and their world-leading energy-saving performance.

In cooperation with Panasonic, IPS Alpha Technology will continue its effort in improving the overall strength of the IPS Alpha Panels including performance, quality and cost effectiveness. IPS Alpha Technology will lead the global flat-panel TV market by providing LCD TVs that bring new levels of satisfaction and appeal to its customers.

■ **Press Contact:**

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Overview of New Company

Company name	IPS Alpha Technology Malaysia Sdn. Bhd.
Location	Shah Alam Industrial Site, 40300 Shah Alam, Selangor Darul Ehsan, Malaysia [in the premises of Panasonic AVC Networks Kuala Lumpur Malaysia Sdn. Bhd. (PAVCKM)]
Representative	Tomohiro Maruo
Capital	30 million ringgits (approx. 1 billion yen) at time of inauguration
Investor	IPS Alpha Technology Himeji, Ltd.
Investment	Approx. 900 million yen (capital investment only, based on initial production capacity of 50,000 units/month)
Products	LCD modules for IPS LCD panels
Production capacity	50,000 units/month (at the start of operations)
Foundation	November 2008
Production	Planned to commence in February 2009
Surface area of site	Approx. 21,000 m ² (in the premises of PAVCKM)

■ Overview of IPS Alpha Technology Himeji, Ltd.

Company name	IPS Alpha Technology Himeji, Ltd.
Representative	President and Director: Fumiaki Yonai (concurrently President and Director of IPS Alpha Technology, Ltd.)
Foundation	April 1, 2008 * Introduced as IPS Alpha Technology Himeji Plant (provisional name) when construction of plant was announced in February 2008
Location	Megahida-cho, Shikama Ward, Himeji City, Hyogo Prefecture (on previous site of Idemitsu Kosan Co., Ltd. oil refinery)
Investment	Approx. 300 billion yen
Investor	IPS Alpha Technology, Ltd.
Products	IPS LCD panels
Production capacity	Full capacity: Approx. 15 million units/year (32-inch equivalent) (Plate size: 8 th generation, 2,200 mm x 2,500 mm, 18 panels of 32-inch displays]
Construction	Commenced in July 2008
Production	Scheduled to commence in January 2010
Site area	Approx. 480,000 m ²

■ Overview of IPS Alpha Technology, Ltd.

Company name:	IPS Alpha Technology, Ltd.
Representative:	President and Director Fumiaki Yonai
Date of foundation:	January 1, 2005
Capital:	100 billion yen (including capital reserve. 50 billion yen excluding reserve)
Investment ratio:	Hitachi Displays, Ltd. 50%, Panasonic Corporation (formerly Matsushita Electric Industrial Co., Ltd.) 45%, DBJ New Industry Creation Investment Business Union and others 5%
Location:	3732, Hayano, Mobara City, Chiba Prefecture
Business activities:	IPS LCD panel design, manufacturing, sales, maintenance, service, etc.
Start of production:	May 11, 2006
Production capacity:	6 million units/year (32-inch equivalent) [Plate size: 1,500 mm x 1,850 mm, 8 panels of 32-inch displays, 6 panels of 37-inch displays]