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**PANASONIC TEAMS WITH CAMP BROADWAY® TO TEST
StageNotes LIVE® INNOVATIVE DISTANCE EDUCATION PROGRAM**

***State-of-the-Art Technology and Theater Arts Programming
Enables Educators to Teach Core Curriculum***

***Broadway Cast Members from Disney's THE LION KING Uses Interactive Distance
Learning Technology to Teach Aspects of African Culture to Florida School
Children***

SECAUCUS, NJ (April 25, 2007) – Panasonic, the market and technology leader in Plasma HDTV, Camp Broadway, an experiential education company, announced today that they have joined forces to test a multimedia program called “StageNotes® LIVE,” to give educators nationwide access to theatre arts-based content designed to enable them to teach core curriculum in the areas of Social Studies, Language Arts, Behavioral Studies, Life Skills and the Arts.

Dubbed the “Classroom of the Future,” the Fort Pierce Magnet School of the Arts in St. Lucie, Florida worked with Panasonic to install a full range of Panasonic multimedia equipment. Components include DVD players and recorders, laptops, digital video cameras, and displays as well as audio equipment from Panasonic partner Audio Enhancements, which will give teachers remote access to a wealth of educational material and tools which they can easily implement and make their own.

Beginning today, students in grades 3-8 and faculty at the Fort Pierce Magnet School will take part in a test of the program. The five-day program will consist of 45 minute classes using elements from Disney Theatricals Broadway production of *The Lion King*.

Camp Broadway In conjunction with the Disney Theatrical Productions' Education Department, has developed four interactive lesson plans on African storytelling, design, rhythm and movement based on Tony® Award-winning director Julie Taymor's critically-acclaimed Broadway production of *The Lion King*. The curriculum features background on African culture and historical photography coupled with interviews from the show's creative team and designs of the sets and costumes. The online course is led by professional storyteller Papa Keet (Keith Johnson) who guides the students through African society and its folktales as inspiration for the students to create their own story and design props and costumes.

To enhance their learning experience, teachers are provided with a downloadable video and detailed curriculum guide for participating students and teachers. On April 30th, *The Lion King* cast members Bongzi Duma and Lindiwe Dlamini (also members of the Zulu Tribe) will conduct an interactive workshop on African chants live from Panasonic's North American headquarters in Secaucus, New Jersey to an assembly of 427 students at the Ft. Pierce Magnet School. And, on May 1st *The Lion King* cast members Cornelius Jones, Jr., Lisa Lewis with percussionist Rolando Morales also will conduct a live web cast workshop with students featuring music from the production and using African dance techniques.

As a finale to the program, all students in grades 3-8 will attend a live performance of *The Lion King* at the Broward County Center for the Performing Arts on May 2nd.

"This program embodies Panasonic's company-wide focus on creating 'Ideas For Life'," said Robert Greenberg, Panasonic's Vice President of Corporate Brand Marketing. "We are proud to work with Camp Broadway and apply our technological know-how to the creation of a program that delivers educational, engaging and fun lesson plans to teachers. We feel the possibilities for this program are endless."

"American schools have seen a perilous decline in arts education" said Rhona Silverbush, Director of Educational Content for Camp Broadway. "Camp Broadway believes that Panasonic's technology will enable us to provide teachers in schools

across the country with creative curriculum that addresses their requirement to teach state mandated curriculum. Working in collaboration with Disney Theatrical Productions (DTP) and some of their most dynamic artists on Broadway from *The Lion King*, Camp Broadway is thrilled by Disney's commitment to arts education, to the students and to this endeavor."

"We are excited to partner with Panasonic and Camp Broadway to provide such a valuable experience for these classes to participate in active learning through song, dance and the artistry of *The Lion King*," said Peter Avery, Education and Outreach Director, Disney Theatrical Productions. "These real-time experiential workshops with our Broadway performers as well as Disney's accompanying educational materials will help engage each student as they prepare for their ultimate experience of attending a live performance of *The Lion King*."

"St. Lucie County Public Schools over the past two years has developed an unmatched alliance with Panasonic Corporation of North America that has yielded impressive access for students and teachers to state-of-the-art instructional technology in the classroom and field analysis and assessment for the company in their education technology development," said Genelle Z. Yost, Area Assistant superintendent, St. Lucie County School District.

"This unique partnership has also resulted in an extraordinary opportunity for students to have unmatched access to professional theatre and performers, and be part of the development of a replicable instructional product in an arts setting," added Yost

"These days kids are more accustomed to seeing and much more apt to learn through visualization," said Dr. David Washington, Principal of Ft. Pierce Magnet School.

"Thanks to Panasonic technology and Camp Broadway's creative curriculum our entire school has been converted into *The Lion King*. In the past it would have taken 2-3 weeks to cover the core curriculum that this program is enabling us to cover in just a few days. Arts in education works!"

In the fall of 2007, Camp Broadway intends to introduce similar programming across the country as part of the StageNotes® LIVE Learning Series. For more information, please visit www.broadwayeducationalliance.org

About Camp Broadway

CAMP BROADWAY® provides life-long learning through theatre related special events, educational programming, professional development and corporate training, as well as its published study guide series, StageNotes®. The company serves as a vital link between Broadway's many theatrical productions, estates and libraries to families, schools and social organizations. Now in its 12th year, Camp Broadway has enabled over 200,000 school children to attend a Broadway show through its educational programs and has hosted over 6,000 theatre-loving kids from every state and over 40 countries at its annual summer camp in New York. Camp Broadway is the recipient of the 2002 Standing Ovation Award from the Educational Theatre Association for program excellence. For more information on Camp Broadway, visit www.campbroadway.com

About Panasonic

Based in Secaucus, NJ, Panasonic Corporation of North America markets a broad line of digital and other electronics products for consumer, business and industrial use. The company is the principal North American subsidiary of Matsushita Electric Industrial Co., Ltd. (NYSE: MC) of Japan, and the hub of Panasonic's U.S. branding, marketing, sales, service and R&D operations. Information about Panasonic and its products is available at www.panasonic.com. Additional company information for journalists is available at www.panasonic.com/pressroom.

About Disney Theatrical Productions

DISNEY THEATRICAL PRODUCTIONS is a unit of Buena Vista Theatrical Group and operates under the direction of Thomas Schumacher, producer. Disney's long-running, record-breaking productions of *Beauty and the Beast* and *The Lion King*, the timeless love story of Elton John and Tim Rice's *Aida*, and successful newcomers *Mary Poppins*, a co-production with Cameron Mackintosh, and *TARZAN*® have been presented in 42 international productions that have been seen by over 75 million people worldwide—making Disney Theatricals one of the world's largest producers of live theatre. In August 2007, Disney Theatrical Productions will debut the touring stage version of Disney's *High School Musical* in Chicago. The touring production is scheduled to reach 60 cities through 2008. *The Little Mermaid* with direction by Francesca Zambello and music by Alan Menken will open on Broadway in December 2007. Further information about DTP productions and education programs can be found at www.disneyonbroadway.com.

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