

FOR IMMEDIATE RELEASE

January 7, 2005

PANASONIC AUSTRALIA ENDORSES THE BLUEANT TALKPAD HANDSFREE

Blueant Wireless has today announced that following its internal testing procedures Panasonic Australia has endorsed the Blueant Talkpad to suit the Panasonic X70, X700 and P342i Bluetooth mobile phones.

"The endorsement ratifies our commitment to high quality Bluetooth products and we look forward to providing Panasonic customers with an excellent product and excellent customer service" said Managing Director, Taisen Maddern.

"Our call centre has reported a sharp increase in enquiries from Panasonic mobile customers for handsfree products of late from both the retail and corporate market sectors", he said.

The Talkpad is a high quality, fully installed Bluetooth handsfree car kit that is backed by a 24 month on site warranty.

Blueant products are available in over 2000 retail outlets in Australia and New Zealand.

For further information contact:

Taisen Maddern
Managing Director
Blueant Wireless Pty Ltd
Ph: 1300 669 049
Email: media@blueant.com.au

About Panasonic Australia

Panasonic Australia is part of the Matsushita Group, which traces its origins back to 1918, when Japanese industrialist Konosuke Matsushita, aged 23, started a small business manufacturing home electrical products in Osaka, Japan.

Today, the Matsushita Group is a global network of over 300 companies with 250,000 employees - manufacturing and marketing over 15,000 products under the brands Panasonic, National, Technics, Quasar and Ramsa. Recently, Matsushita was ranked 26 in US Fortune magazine's annual list of the world's top 500 companies, the "Global 500".

In Australia, Panasonic is a market leader in the field of consumer electronics, office and communications equipment.