

News Release

February 22th, 2004

**SANYO unveils latest innovations for
worldwide mobile markets**

~ Company brings several different product offerings to CeBIT, 10-16 March, 2005,
Hall 1, stand 4E10 ~

SANYO will be showcasing its portfolio of current as well as next generation mobile phones - some of which are not even available on the mass market yet - at this year's CeBIT exhibition in Germany.

Several different phones designed for various countries around the globe ultimately form the strategic lynchpin of SANYO's consumer offering worldwide.

On display is SANYO's first ever 3G phone for the European market (UK and France). The S750 was launched in Q4 of 2004 as part of SANYO's continuing expansion into Europe. Its key features include video telephony, video and photo messaging, music downloads, dual camera, UMTS/GSM/GPRS support as well as one of the largest screens currently on the market – a 2.4 inch high resolution QVGA which has 262,144 colours to guarantee extra sharp viewing quality.

SANYO is also showcasing two future concept models: a mobile phone with a built-in Digital TV and a 3G mobile phone with wireless LAN. The former is a prototype handset with digital terrestrial TV reception capability. The service will be launched this year in Japan. Sharp, clear images on the portrait or landscape screen enables users to enjoy TV whenever they want. An integrated recorder lets users record and playback TV programs. The latter is a simple, flat design that features a brand new double rotating hinge mobile phone and operates in alternatively landscape or portrait position. Customizable keypads instantly adapt for different applications.

Other mobile phones on display at CeBIT include the W21SA and W22SA Spacephone. The former has a foldable and twistable 2.4 inch LCD display along with a 2 Mpix auto focus camera. The phone is also equipped with an FM Radio tuner and a navi walk with an integrated compass. The latter includes the same functionality but comes with a built-in music player with stereo speakers and a 'Feather Touch Key' that lets the user control certain phone features with the lid closed.

That's not all - the A5507SA, a clam-shell style, comes with upgraded 'pair functionality', to allow quick and easy telephone and email with those that the user contacts frequently, as well as a 'junior mode' (aimed at the safe use of mobile phones for children).

The SANYO's MM-7400 and the MM-5600 looks set to take the US market by storm. The former is the company's first Multimedia Phone for the US market and incorporates an MP3 player, a 1.3 Mpix camera, memory card slot, streaming, video playback, QVGA main display, full colour external display, push to talk and speakerphone.

For the Taiwanese market, SANYO has developed the PGD-G1000. It incorporates the best of PHS and GSM technologies in one device to ensure excellent voice quality combined with the ability to cover a wide area.

"The mobile phone market is an extremely exciting place to be right now," said Masatsugu Yamano, President of SANYO FISHER Sales (Europe) GmbH. "Innovations are being developed all the time, and just as pertinently, this is being driven by consumer enthusiasm for the latest in mobile technologies. However this is really only the beginning of the possibilities. The growing take-up of 3G-enabled devices represents whole opportunity streams for a range of players in the market, not just manufacturers."

In fact Sanyo has been ranked highest in customer satisfaction with wireless mobile phones according to J.D. Power and Associates 2004 U.S. Wireless Mobile Phone Evaluation StudySM, which shows SANYO's focus on customer needs.

(589 words)

NOTES TO THE EDITORS

About SANYO Mobile

SANYO entered the mobile phone market over a decade ago with the inception of its PHS (Personal Handy System), an initiative that pushed the rapid growth of the mobile phone sector in Japan. Since then, SANYO has been one of the early adaptors of new technologies in this field. In Japan, SANYO quickly gained ground in the CDMA technology-based mobile phone market and began its global expansion in 1998 with its partnership with Sprint PCS, the North American operator. SANYO was the first to launch the colour LCD screen handset and camera equipped handset in the US market.

In 2001, SANYO launched Japan's first UMTS single mode mobile phone and continued its enhancement of its UMTS/GSM dual mode mobile phones. SANYO's ownership of key devices, such as batteries, LCD modules and camera modules, ensures that SANYO is strongly placed to drive the 3G market. At the end of 2004 SANYO presented its first 3G phone - the S750 – for the European market. The Japanese electronics giant has teamed up with Orange to provide the latest state-of-the-art 3G technology in France and UK. The collaboration is part of SANYO's continuing expansion of its mobile business across Europe.

SANYO is a truly multinational company, comprising 83 production sites, 40 sales organisations and 37 other companies making it one of the largest electronic companies in the world with over 80,000 employees.

For further information, please visit www.sanyo-mobile.co.uk.

If you would like to talk to a representative at the SANYO stand (Hall 1, stand 4E10, during CeBIT, 10-16 March, 2005), contact kellyh@octanepr.com. Also exhibiting at the stand will be the company's range of LCD projectors, digital imaging services and security offerings.