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D & A Video Systems designs complete Panasonic security solution for new concept Canadian Tire store

MISSISSAUGA, ON (January 16, 2009) -- Panasonic Canada Inc.'s Security Systems Division and D & A Video Systems have outfitted a new concept Canadian Tire store in Welland with a complete security solution covering the entire premises of the big-box retail store.

The Welland location is one of two Canadian Tire stores in Canada (the other in Ottawa) which have renovated stores to add new products to its traditional retail format. Now included as part of the new concept are food staples (butter, milk eggs, etc.) and basic grocery items (soups, baking goods, pop). This progression expands Canadian Tire's ability to be a one-stop shop for customers.

"Panasonic is very pleased to assist D & A Video Systems in the security solution for Canadian Tire's new format," says Mike Reynolds, Product Manager, Security Systems, Professional Imaging and Displays, Panasonic Canada Inc. "Panasonic prides itself on ensuring its full resources are available to dealers so that we can assist with any challenge a client might bring to them."

D & A Video Systems designed the complete Panasonic security solution for the 65,000 square-foot store with complete interior and exterior coverage of the entire premise (including the parking area to provide additional security for customers). The store also contains 30,000 square-feet of warehouse space which has complete security coverage.

"The security solution is designed to provide a clear identification of every person entering and exiting the store. The camera system gives us excellent visibility of every corner of the building, and full perspectives of each aisle," said Owen Billes, Canadian Tire Associate Dealer-Welland. "The system also allows management to monitor cash registers to ensure customers are receiving prompt attention and to monitor the flow of customers."

Since it's reopening on November 6th other Canadian Tire Dealers from across Canada have been in to tour the new concept and will be introducing similar changes in their own stores.

"Aside from the camera installation, D&A Video also did all the Network Cabling for Data, Voice and Paging, with nearly 43,000'ft. of cabling being run to the point of plug-n-play," said Steve Dunphy, President, D&A Video Systems.

Working with a Panasonic analogue security system, some of the security products included in the installation are:

- A number of weather resistant day/night WV-CW384 cameras featuring Super Dynamic III technology, high sensitivity, and an 8x Varifocal lens.
- Vandal proof WV-CW484 domes cameras with day/night switching, colour images at 1.5 lux, auto back focus and Super Dynamic III technology.
- Weather resistant dome WV-CW964P cameras for all-in-one outdoor surveillance featuring a 30x zoom and Super Dynamic III technology.
- Several colour surveillance 1/3" CCD WV-CP284 cameras with high-performance digital signal processing for sharp image capturing and high contrast images.
- The WV-CU650 System Controller featuring jog dial, shuttle ring, detached joystick which allows the user to pan, tilt and zoom.
- The 16-channel WJ-HD316A Digital Video Recorder with proprietary video compression.
- Multiple 8-channel WJ-HDE300 CCTV security expansion unit.
- Several high-resolution WV-LD2000A 20" LCD colour video monitors with ultra-fast response time.

Since 1993, D&A Video Systems has used Panasonic Security Systems exclusively for their Canadian Tire Dealers. "Having customers all around the province, we can't afford to be sending technicians all over the place to service equipment, added Dunphy. Panasonic has a proven track record in the industry of having the most reliable product on the market."

About Panasonic Canada Inc.

Panasonic Canada Inc. is an affiliate of Panasonic Corporation (PC) of Japan, one of the world's largest producers of electronic and electric products for consumer, business and industrial use. Information on Panasonic's full line of security products can be obtained by visiting www.panasonic.ca.

About D & A Video Systems

Founded in 1991, D & A Video Systems is a division of Dunphy & Associates Inc. and specializes in the design, sales, installation and consulting of CCTV systems and equipment. D&A is no stranger in the security market, working with a client list that includes the Ontario Provincial Police, Home Depot Canada, Future Shop, Harley-Davidson and various Ministries of the Ontario Government. D & A's homepage is www.dandavideo.com and they are located in Wasaga Beach, Ontario.

About Canadian Tire Corp.

Canadian Tire Corporation, Limited, Canada's most-shopped general merchandise retailer, operates more than 1,180 stores, gas bars and car washes in an inter-related network of businesses engaged in retail, financial services and petroleum. Canadian Tire Retail, with 473 stores operated by Dealers across Canada offers a unique mix of products and services through three specialty categories in which the organization is the market leader - automotive, sports and leisure, and home products. www.canadiantire.ca offers Canadians the opportunity to shop online. PartSource is an automotive parts specialty chain with 82 stores designed to meet the needs of professional automotive installers and serious do-it-yourselfers. Canadian Tire Petroleum is one of the country's largest and most productive independent retailers of gasoline, operating 266 gas bars, 259 convenience stores and kiosks, and 74 car washes. Mark's Work Warehouse is one of the country's leading apparel retailers operating 360 stores in Canada. Under the Clothes that Work(TM) marketing strategy, Mark's sells apparel and footwear in work, work-related, casual and active-wear categories, as well as health-care and business-to-business apparel. www.marks.com offers Canadians the opportunity to shop online. Canadian Tire Financial Services manages more than five million Canadian Tire MasterCard accounts and markets related financial products and services for retail and petroleum customers. Canadians can also access Financial Services online at www.ctfs.com. More than 57,000 Canadians work across Canadian Tire's organization from coast-to-coast in the enterprise's retail, financial services, and petroleum businesses.

For more information from Panasonic Canada Inc.:

Trell Huether
Marshall Fenn Communications
416-962-3366 ext. 233
trellh@marshall-fenn.com

For more information from D & A Video Systems:

Steve Dunphy
President
D & A Video Systems
(705) 429-6169 ext. 221
steve@dandavideo.com

For more information from Canadian Tire:

Lisa Gibson
Corporate Affairs
Canadian Tire Corp.
416-480-3000
isa.gibson@cantire.com