

FOR IMMEDIATE RELEASE

PANASONIC SECURITY DIVISION AND LOCAL DEALER TAKE THEIR BUSINESS OFFSHORE.

WASAGA BEACH, ONT. (JULY 29, 2003) - Panasonic Canada Inc. (PCI) Security & Broadcast Division along with local Panasonic Dealer, D&A Video (D&A), recently joined together this past weekend (July 26) to take a group of customers offshore racing in this years Georgian Bay Poker Run in Penetanguishene. Panasonic and D&A sponsored a 32' ft. Advantage offshore racing boat for this years event.

For the past 8 weeks, D&A has been asking their customers from across Canada to participate in an online weekly test of their knowledge of Panasonic Closed Circuit Television (CCTV) products, for a chance of winning a seat aboard their boat for this years event.

"Despite the inclement weather and 4-6 foot waves, our group didn't seem to mind a bit and had the time of their lives. We hit some pretty bad weather out on Georgian Bay and many times the only thing in the water were the propellers," says Steve Dunphy - President of D&A. "Every time I turned to look and see if everyone was still accounted for, I was pleasantly surprised to see everyone grinning from ear to ear. They (our customers) were total adrenaline junkies. We couldn't have had a better group to share this experience with."

Staff Sergeant Chuck Vessey-Ontario Provincial Police (OPP) Detachment Commander in Orillia says, "a bad day on the water beats a good day in the office anytime! Spending a day participating in a Poker Run with speeds reaching 140 kph is indescribable and should be an experience everyone should have at least once in their lifetime."

Spike Anderson-Regional Account Manager, Broadcast & Security Division (PCI) said, "I still can't wipe the smile off my face. This was a great event shared with great people. For the Broadcast & Security Division, it gives us the opportunity to get our name out there and give us some exposure to a unique blend of existing and prospective clientele."

A new route was planned for the Poker Run this year, with a focus on the historic Southern Georgian Bay region where First Nation peoples inhabited and white explorers settled.

Once the boats cleared the dock and gathered behind the pace boat, the green flag dropped at 10am and the fleet charged out of Penetang Harbour in an ear splitting display of man and machines on their way west to Meaford Harbour and Card Stop #1.

Following a brief stop in Meaford, the fleet made their way to the Beausoleil First Nation community of Christian Island for Card Stop #2 from Chief Valerie Monague.

After a send off by the community of Christian Island, the Poker Runners headed for lunch at Card Stop #3 - The Delewana Inn Resort at Honey Harbour.

After lunch, the small craft channel in Honey Harbour was buzzing with excitement as local cottagers, residents, and boaters clamored to get a glimpse of these on-water marvels of fiberglass and chrome. A slow parade from The Delewana Inn to the open waters south of Beausoleil Island provided onlookers with a close-up view. From the southern tip of Beausoleil the pace boat dropped the flag for a short blast to the historic community of Port McNicoll in Tay Township for Card Stop #4.

Following a brief visit with the people of Tay Township and playing of the fourth card by Deputy Mayor David Walker, the flotilla of Poker Runners charged back to Penetanguishene for Card Stop #5 from Mayor Anita Dubeau, arriving around 4:30pm.

At 8pm all the Poker Runners gathered at the Inn at Bay Moorings Marina for a dinner banquet and the unveiling of the cards. This years winner was Mike Nicholson and his 34' ft. Baja. Mike donated his \$7,000 prize to Penetanguishene Mayor Anita Dubeau, to be donated to the charity of her choice. Second place went to Paul Honeywell and his 33' ft. Eliminator-Last Request. Third place went to Randy & Judy Bird and their 43' ft. NorTech-Techila Sunrise.

Founded in 1991, D&A Video (D&A) 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, Canadian Tire Corporation and various Ministries of the Ontario Government.

D&A's homepage is www.dandavideo.com.

Panasonic Canada Inc. (PCI) is a division of Matsushita Electric Industrial Company Ltd. (MEI) of Japan, one of the world's largest producers of electronics and electric products for consumer, business and industrial use.

Panasonic's homepage is www.panasonic.ca.

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