

Press Contacts

Brenda Kuhns
Tel: 1-949-672-2736
brenda.kuhns@panasonic.aero

David Bruner
Tel: 1-425-415-9052
david.bruner@panasonic.aero

FOR IMMEDIATE RELEASE

Panasonic Avionics selected by Hamburg International for A319 aircrafts

Hamburg, Germany, (April 17, 2007) Panasonic Avionics Corporation announced today that Hamburg International (HHI) has selected Panasonic's MPES system for their new fleet of fourteen A319 aircraft plus options, to be delivered starting in January 2008.

HHI also has chosen to upgrade their MPES system with Panasonic's Advanced System Controller. This device enables HHI to utilize digital audio and video media storage improving the quality, functionality and reliability of the system over older technology tape based systems.

Christoph von Saldern and Klaus Schlichtmann, Managing Partners of Hamburg International and Paul Margis, President of Panasonic Avionics Corporation signed the MOU during the opening day of the Aircraft Interiors Expo held in Hamburg, Germany.

"Panasonic is very pleased to be selected by HHI to be their first IFE supplier, we are celebrating today what we hope will be a long and productive relationship " stated Paul Margis, President, Panasonic Avionics Corporation.

About Hamburg International:

Hamburg International (HHI) is an independent charter airline, established in 1998 and commenced flight operations in spring 1999. Since that time, the fleet of state-of-the-art aircraft has continuously grown, and today operates all across Europe, Africa and Asia. Continental European and Mediterranean holiday destinations are served most frequently. Hamburg International does not sell tickets directly to the public as it only rents out its aircraft full charter to various renowned tour operators and other clients.

About Panasonic Avionics Corporation:

Panasonic Avionics Corporation is the world's leading supplier of in-flight entertainment and communication systems. Headquartered in Lake Forest, California, Panasonic Avionics Corporation employs approximately 2500 employees based in over 70 locations worldwide. Panasonic Avionics Corporation is a subsidiary of **Panasonic Corporation North America**. Based in Secaucus, NJ, Panasonic is the principal North American subsidiary of **Matsushita Electric Industrial Co., Ltd.** (NYSE: MC) and the hub of Panasonic's US marketing, sales and service operations. Additional information on Panasonic Avionics Corporation is available at www.panasonic.aero. Additional information on Matsushita Electric and Panasonic is available at www.panasonic.com.