

NEWS RELEASE

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**TAM Airlines Selects Panasonic's eX3 IFEC Solution
for Airbus A350 Aircraft**

SEATTLE, WA – September 13, 2011 – Panasonic Avionics (Panasonic), the world leader in state-of-the-art in-flight entertainment and communications (IFEC) solutions, today announced TAM Airlines has selected its eX3 IFEC solution for linefit installation on 27 A350-900 aircraft. In addition, Panasonic also announced that TAM Airlines has also chosen its eX2 IFEC solution for 8 new Boeing 777-300ER aircraft.

“TAM was created 35 years ago with a commitment to satisfy its customers by offering high-quality, differentiated services at competitive prices. Panasonic's platform allows us to offer the best in-flight entertainment and communications services, in line with our business goals”, said Jose Racowski, business unit marketing manager at TAM Airlines.

“Panasonic has enjoyed working with TAM Airlines on solutions for their existing B777-300, A330-200 and A320 Family aircraft, and we are honored to once again have the opportunity to strengthen our relationship with one of the world's leading airlines,” said Paul Margis, Chief Executive Officer for Panasonic Avionics.

eX3 represents Panasonic's tenth generation IFEC solution. It is designed to deliver an amazing passenger experience and a minimized total cost of ownership by leveraging the latest advancements in native broadband connectivity, uncompromising industrial design, an advanced media strategy and open platform architecture. Using eX3, airlines will be able to leverage a true business platform that helps drive brand loyalty, maximize revenue per available seat mile, and minimize cost per available seat mile.

For more information on Panasonic's eX3 IFEC solution, please visit the company's website at www.thefutureofifec.com.

About TAM Airlines

TAM Airlines (www.tamairlines.com), including Pantanal, operates direct flights to 45 destinations in Brazil and 18 cities in South America, the United States and Europe. Through agreements with companies in Brazil and abroad, TAM's network encompasses a further 92 airports in Brazil and 92 international destinations, including in Asia. The company was founded in 1976 with the promise to its passengers to offer a high quality service at competitive prices. In its first 35 years, celebrated in July 2011, TAM has established itself as Brazil's leading airline, with a domestic market share of 40.9% in July 2011. TAM is also the country's leading carrier among Brazilian airlines that operate international routes, with an 88% market share in July 2011. With the largest passenger aircraft fleet in Brazil (153 planes), TAM offers customer service manifested by its 'Spirit to Serve' initiative that seeks to make air travel more accessible to the general public. TAM was the first Brazilian airline to offer a loyalty program, TAM Fidelidade, which has already issued more than 15 million tickets in exchange for points and is part of the Multiplus network, which today has 8.6 million members. Since May 2010, TAM has been a full member of the Star Alliance – the world's largest airline alliance – with

its network of over 1,185 destinations across 185 countries.

TAM

Press relations

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About Panasonic Avionics

Panasonic Avionics is the world's leading supplier of in-flight entertainment and communication systems. The company's best-in-class solutions, supported by professional maintenance services, fully integrate with the cabin enabling airlines to deliver the ultimate travel experiences with a rich variety of entertainment choices, resulting in improved quality communication systems and solutions, reduced time-to-market and lower overall costs.

Established in 1979, Panasonic Avionics, a U.S. corporation, is a subsidiary of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation (NYSE: PC). Headquartered in Lake Forest, California with over 3,100 employees and operations in 80 locations worldwide, it serves over 200 customers worldwide and provides IFEC systems on over 3,700 aircraft. For additional information, please visit www.panasonic.aero.

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