

NEWS RELEASE

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**Panasonic Avionics Corporation and IMG Media to Offer Exclusive  
Access to the World's Largest Sporting Events over eXTV**

**SEATTLE, WA - September 13, 2011** - Panasonic Avionics Corporation (Panasonic), the world leader in state-of-the-art in-flight entertainment and communication (IFEC) systems, today announced the signing of a Memorandum of Understanding (MOU) with IMG Media, a division of IMG Worldwide, the global sports, fashion and media company, to offer the new Sport24 channel through Panasonic's eXTV service.

While final terms are still being negotiated, the MOU establishes an exclusive licensing and distribution agreement adding IMG's broad portfolio of live, international sports content, which includes the English Premier League, the UEFA European Championship Finals, Wimbledon, Australian Open, Roland Garros, The Open Championship, US Open and PGA Championship, along with live coverage of other major events in 2012 to Panasonic's global, live, in-flight television service. This MOU represents an evolution of the existing agreement between IMG and Panasonic to bring live Barclays Premier League football matches to passengers in-flight over eXTV.

"At Panasonic, we view in-flight connectivity as much more than Internet access, email and mobile phone service. It's also an opportunity to bring a new level of passenger service with live sports programming available on no other system or

through any other providers,” said Paul Margis, Chief Executive Officer, for Panasonic Avionics Corporation. “As a result, we are very excited to be working with IMG to offer their broad portfolio of world-class sporting events via the Sport24 channel over our eXTV service.”

“We are very pleased to be working with Panasonic on this important project,” said Michel Masquelier, president of IMG Media. “We are committed to providing consumers with exciting, engaging, live content when they want it, how they want it and where they want it.”

Panasonic’s eXTV television network uses the company’s eXConnect in-flight Ku-band communications service, including the same Ku antenna and onboard components, to deliver high-quality, television programming to passengers during their flight. It provides live, uninterrupted content to aircraft flying all over the world, even over oceans.

### **About Panasonic Avionics Corporation**

Panasonic Avionics Corporation 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, and lower overall costs.

Established in 1979, Panasonic Avionics Corporation, 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](http://www.panasonic.aero).

### **About IMG Media**

IMG Media is the world's largest independent distributor of sports programming, distributing over 20,000 hours of content to major global broadcasters annually. This content originates from more than 200 clients and events including AELTC (Wimbledon), Tennis Australia (The Australian Open), TPL (ATP Masters 1000s), The R&A (The Open Championship), International Rugby Board (Rugby World Cup), Dorna (Moto GP), National Football League (NFL) and International Volleyball Federation (FIVB). IMG Media operates from over 30 offices worldwide and has daily exchanges with over 4,000 key media contacts. IMG Media distributes across all forms of media including TV, Audio, Fixed Media, Inflight and Closed Circuit, Broadband and Mobile. IMG Media also maintains the world's largest sports archive with more than 250,000 hours of footage.

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