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Panasonic

Panasonic Avionics Corporation
FOR IMMEDIATE RELEASE

Panasonic Avionics Corporation Wins New Business with Hawaiian Airlines to Provide Advanced eX2 IFE System

LAKE FOREST, California – 26 January 2009 – Panasonic Avionics Corporation (Panasonic), the world leader in state-of-the-art in-flight entertainment and communication (IFEC) systems, today announced that Hawaiian Airlines will install the Panasonic Avionics eX2 in-flight entertainment (IFE) system on ten (10) A330 aircraft. The first eX2 equipped aircraft is expected to enter service in 2010.

The Panasonic eX2 IFE system will provide an enhanced IFE experience on Hawaiian Airlines' new fleet of wide body aircraft. Premium Class passengers can enjoy audio and video on demand (AVOD) and other entertainment options on high resolution LCD 10.6" seatback monitors, plus view their own iPod and other personal media content on the in-seat display using the iPod, USB, and audio jacks. Audio jacks, USB ports, and high resolution LCD 9" seatback monitors are standard on economy seats. In addition to AVOD and personalization capabilities, Hawaiian Airlines' eX2 system provides advanced connectivity and interactive entertainment options, including shopping, over 200 games, movies and television programming offered on a complimentary or pay-per-view (PPV) basis and one-touch communication with the in-flight staff.

Hawaiian Airlines also selected Panasonic OneMedia, Panasonic's in-flight advertising sales service, as an option for its eX2 system. Panasonic OneMedia delivers measurable ad impressions and click-through options similar to online advertising. Hawaiian Airlines can select advertisements to be displayed that are tailored to its passengers' demographics and interests, thus creating opportunities to increase ancillary revenue.

Founded in 1929, Hawaiian Airlines is Hawaii's largest airline, serving 20 domestic and international destinations in the Pacific region, including Tahiti, American Samoa, and Sydney, Australia. Over 6 million passengers a year travel on Hawaiian Airlines. In North America, it provides daily service to Hawaii from more cities than any other airline.

"We are very happy to have the opportunity to work with Hawaiian Airlines on their new wide body product," said Paul Margis, Chief Executive Officer of Panasonic Avionics Corporation. "We are excited about developing a lasting relationship with Hawaiian where collaboration and innovation is core to our mutual success. Hawaiian's progressive ideas about uses for an in-seat system and their commitment to and excellence in customer satisfaction are a perfect fit for the eX2 system."

"The Panasonic eX2 system has all of the innovative features and capabilities that will help Hawaiian Airlines maximize our customers' in-flight experience, as well as differentiate our brand as a leader for in-flight services," said Keoni Wagner, Vice President of Corporate Communications, Hawaiian Airlines. "The Panasonic OneMedia option gives us an excellent opportunity to generate ancillary revenue with targeted

messages and personalized content. We are excited to introduce the Panasonic eX2 system to our customers.”

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, reduced time-to-market and lower overall costs.

Established in 1979, Panasonic Avionics 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 2,600 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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