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Panasonic

Panasonic Avionics Corporation
FOR IMMEDIATE RELEASE

Panasonic Avionics Corporation's eFX In-flight Entertainment System Chosen by TUIfly Nordic

LAKE FOREST, California – 04 March 2009 – Panasonic Avionics Corporation (Panasonic), the world leader in state-of-the-art in-flight entertainment and communication systems, today announced that TUIfly Nordic, a leading charter airline based in Stockholm, Sweden, has chosen the Panasonic eFX in-flight entertainment (IFE) system for three (3) B767 aircraft. When the aircraft enters service in April 2009, TUIfly Nordic will be the first charter airline in the Nordic region to equip aircraft with full in seat audio and video on demand (AVOD).

The Panasonic eFX system is a fully digital system that delivers entertainment and productivity tools in a sleek, single-aisle package. Travelers on TUIfly Nordic flights will be able to enhance their flying experience as soon as they settle into their seats with the eFX system's world-class digital entertainment options, including music, movies, games, TV-series, destination presentations and moving map.

"TUIfly Nordic is spending the largest investment ever in interior cabin installations, including in-flight entertainment," said Jim Hofverberg, Communications Manager TUIfly Nordic. "Our goal is to make travel experience as enjoyable as possible and Panasonic's innovative technologies give our passengers a more value-rich and advanced in-flight experience, as well as differentiate our brand among competitors. Also, the eFX system's capabilities for communicating personalized content and advertising will help us increase opportunities for in-flight revenue generation."

TUIfly Nordic, a part of TUI Travel PLC and the Fritidsresor Group, operates holiday charter flights to destinations in the Canary Island, Egypt, the Mediterranean, Turkey, Florida, Cambodia, Cape Verde, Mauritius, Maldives and Thailand from airports in Sweden, Norway, Denmark, and Finland. Thomson Airways, another member of TUI Travel PLC, is also a customer of Panasonic Avionics.

"Working with TUIfly Nordic expands and strengthens Panasonic Avionics' relationship with the TUI Group," said Paul Margis, Chief Executive Officer of Panasonic Avionics Corporation. "We are proud that TUIfly Nordic chose the Panasonic eFX system as it breaks new ground for in-flight entertainment in the Nordic region."

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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