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FOR IMMEDIATE RELEASE

Panasonic Avionics Selected by China Southern to Supply IFE for Boeing 787 Dreamliners

Hong Kong, (September 4, 2007) Panasonic announced that it was selected to supply its eX2 system to China Southern Airlines on 10 of their Boeing 787 Dreamliner aircraft with deliveries slated to begin in 2008.

eX2 is the next generation product in Panasonic's X Series product line. This advanced in-flight digital entertainment and high speed communication system allows airlines increased storage, increased passengers per audio/video server and faster loading times. With over 50 plus unique in-flight applications and services, a variety of award winning handsets, high performance and high resolution displays, and a fully redundant head end, eX2 is the state of the art in-flight entertainment system.

China Southern Airlines, (NYSE: ZNH, HKSE: 1055, SHA 600029) - www.flychinasouthern.com – is the 9th largest airline in the world and the largest airline in The People's Republic of China. It is the first airline in China to select the newest generation Panasonic eX2 for the Boeing 787 Dreamliner.

This selection establishes China Southern as the leader of IFE in The People's Republic of China.

"We are very pleased with our selection of the Panasonic's eX2 system. We strive to provide the absolute best in-services for our passengers." states Mr. Yuan Xin'an, Vice President of China Southern.

"China is the fastest growing aviation market in the world and we are proud that our premier eX2 system will be installed on the Boeing 787's, one of the most important aircraft in China Southern's fleet of the future," said Paul Margis, Chief Executive Officer of Panasonic Avionics Corporation.

About China Southern Airlines:

The largest airline in The People's Republic of China for the past 28 years, China Southern Airlines - www.flychinasouthern.com - connects more than 80 cities around the globe. Major business and vacation destinations served in China include: Beijing, Chengdu, Guangzhou, Guilin, Hong Kong, Kunming, Shanghai, Shenzhen and Wuhan and as well as International service, including: Amsterdam,

Bangkok, Fukuoka, Hanoi, Ho Chi Minh City, Islamabad, Kuala Lumpur, Jakarta, Lagos, Los Angeles, Manila, Melbourne, Moscow, Osaka, Paris, Penang, Phnom Penh, Seoul, Singapore, Sydney and Tokyo.

For China Southern Airlines reservations and information, please contact your local travel agent.

About Panasonic Avionics Corporation:

Panasonic Avionics Corporation is the world's leading supplier of in-flight entertainment and communication systems. Panasonic systems are flying with over 200 customers worldwide deployed on over 3000 aircraft. 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.