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Panasonic

Panasonic Avionics Corporation

FOR IMMEDIATE RELEASE

**Panasonic Avionics Names Paul Margis CEO
--Yasu Enokido Appointed President & COO--**

Lake Forest, California, (August 1, 2007) On July 1, 2007, Paul Margis, was named Chief Executive Officer (CEO) of Panasonic Avionics Corporation.

Paul Margis joined Panasonic in 1992 and has over 30 years of technology design and management experience. He has led the development of many innovative products at Panasonic including the revolutionary X Series product line.

Yasu Enokido, currently Director of Avionics Business Unit at Matsushita Electric Industrial Co. Ltd. and Senior Vice President of Regional Sales and Operations at Panasonic Avionics, will assume the role of President and Chief Operating Officer (COO). Yasu Enokido joined Panasonic Avionics in 2005, bringing two decades of experience with Matsushita companies around the globe.

“As the IFE market grows and changes, we too must adapt. We believe this change will further strengthen our company and its ability to provide operational excellence and innovative products and services to our valued customers.” stated Paul Margis, CEO.

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 3,000 aircraft. Headquartered in Lake Forest, California, Panasonic Avionics Corporation employs approximately 2,500 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.