

FOR IMMEDIATE RELEASE

Matsushita Avionics Systems Provides In-Seat SMS/Email Software for Virgin Atlantic Airways MAS Contracted by ARINC to Provide Seatback Software Suite

Bothell, WA, USA (30 August 2002) – Under a contract with ARINC and in collaboration with Tenzing Communications, Inc., MAS (Matsushita Avionics Systems Corporation) has provided its seatback SMS (short message service) text software to Virgin Atlantic Airways for an August 27th launch.

MAS offers airlines a suite of software applications that provides passengers with in-flight communication through in-seat email, mobile phone text messaging, and seat-to-seat messaging. Since the software runs on existing IFE seatback displays and utilizes existing air-to-ground communications equipment, airlines do not need to purchase additional hardware to offer the product. Initially, the software is set up to support send-only messaging from the air; reply functionality will be added at a later date.

Virgin Atlantic is initially launching SMS / text email on one 747-400s followed by installation on its A340-600s, and subsequently rolling out to the rest of its fleet. VAA selected ARINC to provide the system; through ARINC, MAS is providing Virgin Atlantic with the IFE software applications. Tenzing is providing ground support and global message delivery services.

According to Alan Pellegrini, Senior Vice President of Marketing and Operations for MAS, "People from all walks of life have embraced SMS messaging, so MAS is very pleased to be able to offer it to air travelers. Airlines will also benefit from the fact that our in-seat SMS / text email product utilizes existing IFE seatback display and air-to-ground communications equipment, so our customers won't need to purchase additional hardware to offer SMS messaging to their passengers."

About Panasonic Avionics Corporation:

Panasonic Avionics Corporation Panasonic Avionics Corporation is the world's leading supplier of in-flight entertainment and communication systems. Headquartered in Lake Forest, CA Panasonic Avionics Corporation employs approximately 2500 employees based in over 70 locations worldwide.

Panasonic Avionics Corporation is a subsidiary of **Panasonic North America** (PNA). Based in Secaucus, NJ, PNA 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.