



Press / Analyst Contacts  
**Corporate Communications:**  
David Bruner  
Tel: (425) 415-9052  
Fax: (425) 485-6175  
[david.bruner@panasonic.aero](mailto:david.bruner@panasonic.aero)

**Marketing Communications Manager:**  
Brenda Kuhns  
Tel: (949) 672-2736  
Fax: (949) 462-7109  
[brenda.kuhns@panasonic.aero](mailto:brenda.kuhns@panasonic.aero)

**FOR IMMEDIATE RELEASE**

## **MAS Announces 2002 Users Conference, July 31 - August 1**

---

**Theme of "Rising to the Challenge" reflects MAS total commitment to exceed customer expectations**

**Bothell, WA, USA (5 June 2002** – Building on the success of last year's Users Conference in Newport Beach, California, MAS (Matsushita Avionics Systems Corporation) is pleased to announce its upcoming 2002 Users Conference in Seattle, Washington on Wednesday, July 31st and Thursday, August 1st. Registration is open to all MAS customers. To register or to learn more about the conference, please visit the Users Conference website at [www.mascorp.com/usersconference](http://www.mascorp.com/usersconference).

Alan Pellegrini, Senior Vice President – Marketing and Operations, states that "for this year's conference we have chosen the theme of Rising to the Challenge, reflecting our ongoing commitment to exceed customer expectations. We have structured this year's conference with both general sessions for the entire group and breakout sessions addressing issues of interest to smaller groups of attendees."

The conference will be held at the Westin, a five-star hotel located in the heart of downtown Seattle. MAS has arranged a preferred rate with the Westin which will be available to registrants who complete their registration prior to July 12th.

MAS will host a cocktail reception for all participants and their spouses following the first day's conference sessions, and a dinner cruise on the beautiful waters of Puget Sound at the end of the second day.

Questions regarding the conference and registration should be directed to the MAS Users Conference Administrator by telephone at +425-415-9216; via facsimile at +425-482-3556; by email at [masuc2002@mascorp.com](mailto:masuc2002@mascorp.com); or by mail at 22333 29th Drive SE, Bothell, WA 98021, USA.

**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](http://www.panasonic.aero). Additional information on Matsushita Electric and Panasonic is available at [www.panasonic.com](http://www.panasonic.com).