

**FOR IMMEDIATE RELEASE**

## **Matsushita Avionics Systems Corporation Signs Agreement with The Boeing Company to Participate in Connexion by Boeing(TM)**

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**Bothell, Washington, USA (April 27, 2000)** – Matsushita Avionics Systems Corporation (MAS) has signed a strategic agreement to participate in The Boeing Company's Connexion by Boeing™ system, a global communications network that will revolutionize the way people travel.

Connexion by Boeing, announced today at a major media event in New York and London, will provide airline passengers with real-time access to the Internet and e-mail, live television and news broadcasts, and a full spectrum of entertainment and information no matter where in the world – or above the world – they find themselves. The system will provide air travelers with an unparalleled array of high-speed, low-cost data communication services via a space-based network.

"MAS is excited to work with The Boeing Company on this cutting-edge development," said Takashi Mizuma, President of MAS, at today's event in New York. "The full potential for In-Flight Entertainment systems lies not only in offering popular features such as video and audio on demand, but also in being able to give air travelers instant access to the Internet, e-mail, live television, and a whole range of information."

According to Paul Margis, MAS' Vice President of Engineering, "we have designed our IFE systems to offer broadband connectivity and a full range of communication options to airborne passengers, but until recently, technology has not been able to facilitate cost effective, real time air-ground data transfers for the flying public. We are pleased to be able to work with Boeing to provide this great new benefit to passengers."

Connexion by Boeing will initially be available to commercial airline customers operating in North America. Service will later be expanded to other regions. System installations are expected to begin in early 2001, with operability expected shortly thereafter.

"This is one of the most promising developments to hit the avionics market in years," according to Mr. Mizuma. "We at Matsushita have a goal of making air travel an unforgettable experience for passengers. We are proud and excited, therefore, to join The Boeing Company and its other partners in making Connexion by Boeing a reality."

**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).