

FOR IMMEDIATE RELEASE

Matsushita Avionics Systems Corporation Announces Launch of “Ensemble-Plus”, Latest Interactive Seat Application from MASMedia

Bothell, Washington, USA (June 15, 2000) – Matsushita Avionics Systems Corporation (MAS) announced today that Singapore Airlines (SIA) is the launch customer for Ensemble-Plus, MAS' newest interactive seat application for its In-Flight Entertainment systems. Beginning in June 2000, Ensemble-Plus will be progressively installed on all of SIA's 69 (sixty-nine) MAS System 2000E-equipped aircraft.

According to Takashi Mizuma, MAS President, "Ensemble-Plus is by far the most comprehensive and advanced interactive seat application on the market today. Our goal at Matsushita Avionics Systems is to provide today's air traveler with an unforgettable in-flight experience. We believe that Ensemble-Plus will accomplish this goal, and we are very excited that our partners at Singapore Airlines have selected Ensemble-Plus for their fleet."

Ensemble-Plus is the latest application suite from MASMedia, MAS' newest core business. It will be offered to Singapore Airlines passengers traveling on KrisWorld, SIA's revolutionary interactive in-flight entertainment and communications system. SIA makes use of MAS IFE systems for cabin distribution of KrisWorld on all its B747-400, A340-300 and B777-200/300 aircraft. According to Dr. Yeoh Teng Kwong, Manager Inflight Entertainment for Singapore Airlines, "With the launch of this new interactive program, SIA brings about another upgrade in the quality of KrisWorld in-flight entertainment."

Ensemble-Plus provides passengers with interactive access to Audio/Video-On-Demand (AVOD) and broadcast entertainment, ten Nintendo® and twelve PC games, airline information, passenger survey, destination city information and 'live' text news from CNN. For the first time on any airline, Singapore Airlines passengers will also be able to access offline interactive Internet content aggregated from some of the hottest websites around. The interactive content offerings include "What's the Buzz" with input from USATODAY.com and Hollywood.com websites that covers the very latest news on movies, books, websites and more. Also provided is "Gizmos" with content

from ZDNetAsia.com's website covering the latest computing gadgets, software, games and other cutting-edge developments in technology. CNN text news is provided via MAS' alliance with Honeywell International, Inc.

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.