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FOR IMMEDIATE RELEASE

Matsushita Avionics Systems Corporation Takes the Lead In Providing In-Cabin Electronics for Connexion by BoeingSM

WAEA - Anaheim, California, USA (September 20, 2000) – Matsushita Avionics Systems Corporation (MAS) is taking a leading role as part of the supplier team to Connexion by BoeingSM, The Boeing Company's breakthrough broadband communication service for air travelers. MAS has committed to be the first supplier of the cabin platform on which the Connexion by Boeing e-mail, Intranet, Internet and live television services will be distributed to airline passengers. MAS is developing an integrated In-Flight Entertainment (IFE) solution that will provide full cabin distribution.

Several companies and alliances are positioning themselves to enter the in-flight connectivity market, but Connexion by BoeingSM will be the leading service that offers high-speed, real-time broadband access to passengers on a two-way basis. According to MAS President Takashi Mizuma, "As the leading system supplier in the IFE industry, MAS is proud also to take the lead in Boeing's team-based approach to connectivity for air travelers. We have delivered more IFE systems than all our competitors combined. Our reputation for innovation and our strong commitment to high reliability will provide Connexion by Boeing customers with the best possible platform for this important new service."

According to Stan Deal, director of services for Connexion by Boeing, "We are pleased to see MAS take a leadership role by committing to a common interface between Connexion by Boeing and their IFE systems. We see this as a future trend toward satisfying airlines' needs for more commonality and industry standardization."

Airlines have a vested interest in ensuring that the overall IFE experience is integrated into this important new service, according to Greg Montevideo, General Manager for MAS Business Development. "The last thing an airline needs is to add another stand-alone system," explained Montevideo. "By building its full-cabin distribution around MAS IFE systems, the Connexion by

Boeing team is taking a very important step towards holding down system weight, power consumption, and size - vital considerations for potential airline customers."

Connexion by Boeing will initially be available to airline customers in the continental United States. Service is expected to commence in the fourth quarter of 2001.

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.