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**FOR IMMEDIATE RELEASE**

## **Matsushita Avionics Systems Corporation and Inflight Productions Announce Strategic Alliance**

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**WAEA - Anaheim, California, USA (September 21, 2000)** – Matsushita Avionics Systems Corporation (MAS) and Inflight Productions have announced a strategic alliance to support MAS System 3000 (AVOD). MAS has agreed to make available to Inflight Productions two Media Integration Mastering Stations (MIMS) that form part of the process required to integrate media and produce a finished Data Loading Tape.

MAS Executive Vice President Brinder Bhatia said, "It has always been our practice at MAS to offer our customers a choice of vendors to process inflight media. We have enjoyed a long and successful relationship with Inflight Productions, and are pleased that they will be able to provide third-party support services for the fourteen airline customers that have selected our System 3000."

According to Steve Harvey, Inflight Productions Managing Director, "We plan to take delivery of the MIMS early in 2001 and base them initially in our London studios, where we have already established an AVOD department to support MAS customers Singapore Airlines and Saudi Arabian Airlines."

### **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).