



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**

## **Streaming Interactive Business News – Coming Soon to a Sky Near You!**

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### **Matsushita Avionics Systems Selects NewsEdge To Enhance Its Innovative In-Flight Entertainment Services**

**LAKE FOREST, CA, USA (September 11, 2001)** – MAS (Matsushita Avionics Systems Corporation), the leading supplier of In-Flight Entertainment systems has selected NewsEdge Corporation (NASDAQ: NEWZ), a leading provider of global news and content solutions for business, to provide airline passengers with breaking news in-flight, around the world. This exciting new service will be offered through MASMedia, Matsushita Avionics Systems' interactive applications business.

Passengers will be able to select from a wide range of categories, viewing news developments delivered real-time by NewsEdge and uploaded hourly by MAS, and will be able to interact with the system to request up-to-date developments on key companies, topics and industries.

NewsEdge – which provides news and content to millions of business people through 1,500 organizations all over the world – culls, personalizes, and delivers real-time and packaged news from 2000 brand-name sources each day.

According to Greg Montevideo, MAS General Manager, Business Development & MASMedia, "This innovative service will of course be offerable in all classes, but we anticipate that airlines will initially focus on First Class and Business Class passengers. Today's business fliers are sophisticated, successful professionals who need – and expect – quick access to important information. NewsEdge and MAS will be able to put news feeds at their fingertips – the news they need when they need it, no matter where they are."

"This is a natural move for NewsEdge, as the opportunity for adding value to in-flight services with news is both a considerable and an exciting opportunity," said Cliff Pollan, president and CEO of NewsEdge Corporation.

Content for the interactive streaming business news service will be formatted and uploaded to the aircraft on an hourly basis. MAS and NewsEdge anticipate that the service will be available by the end of the year.

**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).