

**FOR IMMEDIATE RELEASE**

## **Kerry Farrish Joins Matsushita Avionics Systems, Heads Up Company'S New Business Aviation Initiative**

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**Based In Lake Forest, CA, Farrish Brings MAS Twenty Years Of Experience In Business Jet Market**

**Orlando, FL (7 October 2003)** – For the past 25 years, Matsushita Avionics Systems Corporation (MAS) has been a leader in commercial aviation's In-Flight Entertainment market. Now, in a bold move to inaugurate its entry into the business aviation IFE market, MAS has hired Kerry Farrish as Director, Business Aviation.

Farrish brings over twenty years of experience in the business jet market to MAS. Most recently with Honeywell (by way of Baker, a major business aviation IFE supplier recently acquired by Honeywell), Farrish served with Airshow from 1992 through 2001. As Senior Director of Sales, Farrish headed the business aviation sales efforts of moving maps, cabin management systems and the first private, airborne TV system. Prior to that, he worked with Loral Data Systems in Sarasota, FL, and with Global Wulfsberg Systems in Irvine, CA.

At MAS, Farrish will be responsible for overseeing the company's entry into the business aviation IFE market. According to Alan Pellegrini, the company's Senior Vice President of Marketing, "MAS has been the leading supplier of IFE to the commercial aviation market for over 20 years. During that same time, Kerry has been a strong force in the business jet IFE market. We're confident that Kerry's expertise and superb reputation will help us establish standing as a leader in this market."

Farrish is representing MAS this week at the 56th annual National Business Aviation Association Conference in Orlando, FL. MAS is displaying its revolutionary new eFX business jet IFE system in Booth # 4013 at NBAA.

**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).