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MAS Debuts Revolutionary New eFX™ Inflight Entertainment System On-Board Song

eFX™ Brings New Technology And Features To The Single-Aisle Aircraft Market

New York (November 18, 2003) – MAS (Matsushita Avionics Systems Corporation), the world's leading inflight entertainment system provider, has successfully entered its first eFX system into service with Song™, Delta Air Lines' new service developed to change customer expectations for high-quality, low-fare air travel. Song began in-flight testing of the new MAS eFX system on one aircraft at the end of October, which offers passengers 24 free channels each of all-digital, live, satellite broadcast TV programming and all-digital broadcast audio programming; as well as a multi-player interactive video game.

Over the next few months, MAS will be installing eFX on the rest of Song's single-aisle aircraft, which will allow passengers to enjoy the features of the system on their own personal video monitors. Beginning in the second quarter of 2004, additional features and technology will be added to the flexible system including: on-demand, pay-per-view movie programming, individually customizable play lists of digitally-streamed MP3 programming and the interactive iXplor™ moving map program, with zoom capabilities, points of interest information and connecting gate information.

"This revolutionary technology from MAS will redefine the air travel experience for our customers," said Tim Mapes, Director of Marketing for Song. "We are committed to creating a unique travel environment and believe our customers will truly enjoy the wide range of choices this technology provides."

According to Alan Pellegrini, Senior Vice President of Marketing and Operations for MAS, "We at MAS are proud to bring a new level of entertainment and excitement to the passenger with our eFX system. By packaging state-of-the-art IFE features such as digital audio and video on demand, all-digital live satellite TV, multiplayer games, and connectivity together, this truly raises the bar for the single-aisle inflight entertainment market."

The MAS eFX system is an all-digital, Ethernet-based inflight entertainment system that has been specifically designed by MAS to meet the entertainment and communication needs of today's single-aisle passengers. Using its Ethernet LAN communications network, eFX offers not only the very best in entertainment with widescreen digital pictures, but also provides airlines with the flexibility to accommodate connectivity solutions and the ability to step up to broadband air-to-ground networks.

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.