

FOR IMMEDIATE RELEASE

MAS eFX In-Seat Video and Satellite TV System to be featured on Independence Air's 28 Brand New Airbus Aircraft

Seattle, WA (September 22, 2004) – MAS (Matsushita Avionics Systems Corporation), the world's leading inflight entertainment system provider, has entered into an agreement with Independence Air to install eFX system on their new fleet of A319 aircraft. This will enable Independence Air to offer their passengers 24 channels of digital, live, satellite broadcast TV programming and all-digital video and audio programming along with MAS' iXplor Moving Map and other premium applications. Every Independence Air passenger aboard the A319 will be able to enjoy these features on their own wide format personal video monitors.

As Independence Air takes delivery of their 28 Airbus aircraft on order, MAS will be installing the eFX system shortly there-after, starting with the first installation at the end of this year.

Kerry Skeen, CEO of Independence Air stated, "We are confident that by selecting eFX and MAS we've chosen the best system in the industry. We can't wait for our customers to experience live inflight satellite TV, and once they do, we think they'll want to fly with Independence Air again and again."

According to Gene Connelly, Vice President of the Americas Region for MAS, "We at MAS are excited to team with Independence Air in bringing the best in digital entertainment and live programming to their passengers with our eFX system. We are truly impressed with Independence Air's launch strategy and have been energized by the very high level of enthusiasm that exists at all levels of their airline. We are proud to be chosen to assist them in differentiating their service level in the market place by providing state-of-the-art IFE features such as all-digital video and audio programming, 24 channels of all-digital, broadcast satellite television, passenger oriented information and entertainment applications, all packaged in a system platform that is designed to grow with the needs of our customers."

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 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.