

FOR IMMEDIATE RELEASE

New Integrated Passenger Communications Suite – accessible at every seat

Bothell, WA - September 21, 2005 – Panasonic Avionics Corporation continues to demonstrate a continued commitment to breaking ground in the areas of in-flight passenger software applications and content services with its introduction of a fully-integrated Passenger Communications Suite (PCS). The PCS is available on Panasonic's next generation X-Series IFE System. Panasonic's latest in-flight solution aims to dazzle airline passengers by breaking in-flight isolation and keeping people connected as they fly, while simultaneously addressing airlines' desires to extract the maximum value from their IFE system investment.

The PCS service allows passengers with any POP- and IMAP-enabled email accounts, such as Yahoo! Mail Plus, to access their inbox and read, reply, compose, forward and delete messages. Passengers can also view their online buddy lists and send and receive Instant Messages through their existing Yahoo, MSN, and AIM Instant Messenger accounts. Additionally, passengers who want to generate short messages can create a temporary onboard SMS account through which they can send and receive replies to SMS messages generated onboard the aircraft and sent through the ground-based worldwide network of mobile phone providers.

For those passengers who wish to communicate with others onboard the same aircraft, Panasonic provides seat-to-seat instant messaging and topical chatrooms. All PCS functionality is made possible through an integrated user interface and backend software application that is accessible on the seatback of Panasonic's world class IFE systems.

"As the next generation SATCOM systems become available and affordable, we expect the passenger utilization of the Communications Suite to be much higher than previously seen on our S3000 In-flight Communicator. Now that we've seamlessly integrated the Communications Suite with every other application including movie viewing, the passenger will be able to continuously communicate with the ground without interfering with their enjoyment of all the other entertainment features the IFE system offers" said Erik Rehder, Product Manager for the PCS.

Panasonic has assembled a team of experienced marketing and technical personnel who understand both passenger and airline desires and work diligently to deliver solutions which satisfy both, adding even greater value to Panasonic's IFE systems.

"Our team is constantly searching for ways to offer applications we take for granted in our daily lives on the ground, and for ways to develop and enhance the solutions we currently deliver. The PCS is amongst the many new products and services that are available on our IFE systems," said Tina Ghataore, Head of Strategic Software Applications.

Panasonic is working with a number of companies ranging from satellite communications providers to ground message gateway and network providers to deliver a total end-to-end solution to the airline. "Our company remains committed not only to in-house developed solutions, but also those developed by 3rd parties," said Laurie Da Silva, VP Advanced Systems Engineering.

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.