

FOR IMMEDIATE RELEASE

Panasonic Announces Mexicana Airlines Launch Customer for eXpress Portable Media Player

Bothell, WA - September 21, 2005 – Panasonic Avionics Corporation is pleased to announce that Mexicana Airlines has signed a letter of intent to purchase a large quantity of the Panasonic eXpress portable media players (PMP) for use in business class across their fleet. Mexicana plans to offer the PMP's on most flights over 3 hours in length. Together with the eXpress PMPs Mexicana also intends to purchase Panasonic noise canceling headsets to provide the best in audio quality for their passengers. Mexicana plans to begin offering the portable media players to their passengers in the first quarter of 2006.

Mr. Ernesto Su Aguilar, Executive Vice President for Mexicana, said "We are very glad to offer this new entertainment for our business class passengers on our longer flights. The Panasonic portable media player allows Mexicana to provide high quality entertainment at an affordable cost on these important flight segments. The media player is the right product for our fleet. Continuous improvement of the Mexicana in-flight product through investments like the PMP supports Mexicana's slogan of 'Mexicana...la primera siempre sera la primera.'"

The eXpress PMP incorporates the latest in consumer product technology in a compact, durable and inviting package designed specifically for IFE. Intuitive controls and multi-language menus are friendly to passengers of any age or nationality. The eXpress PMP delivers a broad range of exciting entertainment selections, including first-run Hollywood movies, high-quality audio with playlists, games, regional short-subject programming and custom airline programming. The eXpress PMP offers a high resolution 7" widescreen display with long-life battery.

"This is a great opportunity for Panasonic to work with Mexicana", says Paul Margis, President for Panasonic Avionics Corporation. "We developed the eXpress PMP specifically so we would have a product which meets the unique requirements of an airline like Mexicana. We are so pleased for Mexicana to be our launch customer for this exciting new product."

Panasonic offers a full turn-key package of product support, content, Pay-Per-View billing and reconciliation, and aircraft provisioning logistics for the eXpress PMP.

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.