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Panasonic Prime Integrator in QANTAS Trial of In-flight Mobile Phone Service

SYDNEY, 28 August 2006 – Qantas said it would introduce new technology from early 2007, which will enable customers to make and receive emails, SMS and calls via their own mobile phone or personal electronic devices such as Blackberrys.

Qantas Group General Manager of Customer Product and Services, Ms. Lesley Grant, said the airline would evaluate the technology over a three-month period on a Boeing 767 aircraft operating on Australian domestic routes.

"Qantas will be one of the first airlines in the world to offer this service."

Ms. Grant said Qantas' research indicated that customers were increasingly demanding the same range of services in the air as those available on the ground.

"We have asked our business travelers about the concept, the overwhelming majority felt the service was a good idea, particularly email access. Most feel it will allow them to use their time more effectively in-flight, as a flight for many has become an integral part of their business day," she said.

"This evaluation is the first step towards building a product, which will support our customers' business and communication needs into the future. It is a terrific opportunity for us to work with our customers to shape the final product.

Ms. Grant said Qantas will be actively seeking customer feedback to further refine the airline's policy, which would include input on the protocols concerning use of mobile phones in-flight.

Qantas has teamed with Telstra, Panasonic Avionics Corporation and AeroMobile in the evaluation, to bring about a solution that will allow appropriate communication devices to be safely used in-flight and not interfere with the ground network.

"The service will be simple to use. Customers wanting to make or receive a call or SMS require only a GSM phone and a global roaming account. While customers wanting to send or receive emails would need a GPRS enabled device like a Blackberry or an appropriately equipped laptop, Ms Grant said.

"The aircraft effectively operates as a single 'GSM country' in the sky, with passengers using the service as they do now, when overseas".

Ms. Grant said Qantas and its partners were working with the Civil Aviation Safety Authority (CASA), Australian Communications and Media Authority (ACMA) and other agencies to ensure the system operates in accordance with Australian regulatory and legal requirements.

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.