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FOR IMMEDIATE RELEASE

Panasonic Teams Up with Apple and Airlines to Provide iPod Integration via Panasonic's Inflight Entertainment System

Lake Forest, California - Bothell, Washington, USA (November 14, 2006) – Panasonic Avionics Corporation is pleased to join Apple and our Airline customers as the integrator of iPod® functionality into the airline seat. Please read Apple's press release below for details.

Apple Teams Up With Air France, Continental, Delta, Emirates, KLM & United to Deliver iPod Integration

CUPERTINO, California—November 14, 2006—Apple® today announced it is teaming up with Air France, Continental, Delta, Emirates, KLM and United to deliver the first seamless integration between iPod® and in-flight entertainment systems. These six airlines will begin offering their passengers iPod seat connections which power and charge their iPods during flight and allow the video content on their iPods to be viewed on the their seat back displays.

"There is no better traveling companion than an iPod, and now travelers can power their iPods during flight and even watch their iPod movies and TV shows on their seat back displays," said Greg Joswiak, Apple's vice president of Worldwide iPod Product Marketing. "We're excited to work with Air France, Continental, Delta, Emirates, KLM and United to offer iPod users an even better in-flight experience."

In-flight iPod connectivity will be available to Air France, Continental, Delta, Emirates, KLM and United passengers beginning in mid 2007. Additionally, Apple is working with Panasonic Avionics Corporation to bring even more leading airlines in-flight iPod connectivity in the future.

The iPod ecosystem continues to flourish with more than 3,000 accessories made specifically for iPod that range from fashionable cases to speaker systems, and more than 70 percent of 2007-model US automobiles currently offer iPod connectivity.

iPod and iTunes® are leading the digital music revolution, providing the best way to listen to music on the go, at home, in the car and now on an airplane. With nearly 70 million iPods sold, the iPod is the world's

most popular digital music and portable video player and the iTunes Store is the number one online music store with over 1.5 billion songs purchased and downloaded worldwide. The iTunes Store (www.itunes.com) features over 3.5 million songs, 65,000 podcasts, 20,000 audiobooks, 5,000 music videos, 250 television shows and over 100 movies from Walt Disney Pictures, Pixar, Touchstone Pictures and Miramax Films.

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Today, Apple continues to lead the industry in innovation with its award-winning desktop and notebook computers, OS X operating system, and iLife and professional applications. Apple is also spearheading the digital music revolution with its iPod portable music players and iTunes online store.

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.