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**Panasonic**

**Panasonic Avionics Corporation**

**FOR IMMEDIATE RELEASE**

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**Panasonic Avionics Selected by Air Austral to Enhance Passenger Travel Experience**

***- La Reunion Passengers will have Access to Cutting-Edge In-flight Entertainment***

**LAKE FOREST, California– 3 December 2007** - Panasonic Avionics Corporation (Panasonic), a leading global provider of in-flight entertainment (IFE) and communications systems, today announced an order for Panasonic eX2 by Air Austral, one of the main airlines of the Indian Ocean, for installation on 3 existing B777-200 and 2 new B777-300, offering passengers the ultimate experience on routes to La Réunion island with first delivery in February 2009.

Air Austral will provide greater convenience and increased value to all three levels of its airline passengers. Passengers seeking a captivating in-flight experience may now enjoy audio and video on demand featuring movies, TV shows, Games, music CDs, and shopping catalog.

"Air Austral is taking in-flight entertainment to a new level in terms of being the first airline in La Réunion to offer a comprehensive IFE system that enables passenger enjoyment. We are extremely happy to be providing passengers with a valuable and rewarding entertainment experience," said Gérard ETHEVE, CEO of Air Austral. "Our goal is to provide every passenger with the best in-flight experience possible. By choosing Panasonic as our IFE supplier, we know that we, and our passengers, are receiving the very best in-flight technology available to maximize our business."

"Air Austral demonstrates they are a forward-thinking airline dedicated to providing their passengers with top notch service and in-flight entertainment and experience," said Paul Margis, CEO of Panasonic Avionics Corporation. "We look forward to introducing Panasonic's in-flight entertainment system to their passengers and we remain dedicated to ensuring that all Air Austral passengers, find it easy, convenient and, above all, enjoyable to travel to their destination."

**About eX2**

eX2 is the next generation product in Panasonic's X Series product line. This advanced in-flight digital entertainment and high speed communication system allows airlines increased storage, increased passengers per audio/video server and faster loading times. With over 50 plus unique in-flight

applications and services, a variety of award winning handsets, high performance and high resolution display, eX2 is the state of the art in-flight entertainment system.

#### **About Air Austral**

Air Austral is an airline based in St Denis, Réunion. It operates scheduled and non-scheduled services from Réunion. Its main base is Roland Garros Airport, St Denis. The airline was established in 1974 and started operations in March 1975. It was originally known as Réunion Air Service and was renamed in 1987 to Air Réunion and again in 1990 to Air Austral. Services to Paris were introduced on 28 June 2003. Every year Air Austral transports over 700,000 passengers between Mauritius, Seychelles, Mayotte, the Comores, Madagascar, South Africa, and France mainland, keeping in line with the quality requirements of major international airlines. Air Austral is owned by Sematra, local French banks, local private companies and other financial institutions. For more information visit: [www.air-austral.com](http://www.air-austral.com).

#### **About Panasonic Avionics Corporation**

**Panasonic Avionics Corporation** is the world's leading supplier of in-flight entertainment and communication systems. Panasonic systems are flying with over 200 customers worldwide deployed on over 3,000 aircraft. Headquartered in Lake Forest, California, the company employs approximately 2,500 employees based in over 70 locations worldwide.

Panasonic Avionics Corporation is a subsidiary of **Panasonic Corporation of North America**. Based in Secaucus, NJ, Panasonic 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](http://www.panasonic.aero). Additional information on Matsushita Electric and Panasonic is available at [www.panasonic.com](http://www.panasonic.com).

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