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**Panasonic**

**Panasonic Avionics Corporation**

**FOR IMMEDIATE RELEASE**

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**Panasonic Avionics Corporation Selected by  
Air France - KLM to Provide World Class Entertainment on  
Air France's New B777-300ER**

**LAKE FOREST, California – 11 September 2008** - Panasonic Avionics Corporation (Panasonic), the world leader in state-of-the-art in-flight entertainment (IFE) and communication systems, today announced an agreement with Air France - KLM, the largest airline consortium, in terms of operating revenue, in the world. Under this agreement, Panasonic's eX2 IFE system will be installed on ten (10) new B777-300ER aircraft of Air France. The first aircraft is scheduled to enter service March, 2010.

With this selection, Panasonic will provide Air France a dynamic in-flight entertainment system including the features and functionality passengers expect from IFE today. Additionally, the eX2 product will provide Air France with a robust application and communication hosting platform that will allow them to truly tailor their IFE solution to meet their unique requirements. Air France will focus on differentiating their brand, and dramatically enhancing their passenger's experience.

"Since early 2008, we have been operating Panasonic's eX2 on our KLM B777s. We are now pleased to enter into an agreement with Panasonic to install eX2 on Air France's B777-300ERs. The combination of our IFE programming recently recognised by the aviation industry's 2008 WAEA Avion award, and Panasonic's leading eX2 system, will allow Air France to provide the best entertainment to its clients. The Panasonic eX2 system was chosen for its reliability, space-saving and weight reduction which will truly improve our aircraft fuel efficiency. It is also Air France – KLM Group's intention to leverage the synergy of Panasonic eX2 currently operating on KLM B777-300ERs," said Patrick Roux, SVP of Marketing, Air France - KLM.

"This is a proud moment for us to be chosen by Air France - KLM," said Yasu Enokido, President of Panasonic Avionics Corporation. "We are excited to contribute to their success and to continue our longstanding relationship with Air France - KLM."

Panasonic develops and manages in-cabin content and services that help airlines attract passengers and differentiate their brands. Panasonic's product suite of in-flight entertainment systems includes eX2, eFX, eXpress, and Digital MPES. eX2 features a powerful network, high-speed communication tools, state-of-the-art entertainment content and award-winning peripheral devices.

With more than 900 in-flight entertainment systems ordered and delivered to airline customers worldwide, Panasonic eX2 is the world's best-selling, long-haul premium entertainment option for airlines.

**About Panasonic Avionics Corporation**

Panasonic Avionics Corporation is the world's leading supplier of in-flight entertainment and communication systems. The company's best-in-class solutions, supported by professional maintenance services, fully integrates with the cabin enabling airlines to deliver the ultimate travel experiences with a rich variety of entertainment choices, resulting in improved quality communication systems and solutions, reduced time-to-market and lower overall costs.

Established in 1979, Panasonic Avionics serves over 200 customers worldwide and provides systems on over 3,700 aircraft. Headquartered in Lake Forest, California, the company employs over 2,600 employees with operations in 80 locations worldwide. For additional information, please visit [www.panasonic.aero](http://www.panasonic.aero).

Panasonic Avionics Corporation is a subsidiary of Panasonic Corporation of North America, the principal North American subsidiary of Matsushita Electric Industrial Co., Ltd. (NYSE: MC). Additional information on Matsushita Electric and Panasonic is available at [www.panasonic.com](http://www.panasonic.com).

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