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Panasonic

Panasonic Avionics Corporation

FOR IMMEDIATE RELEASE

Panasonic Extends IFE Market Leadership through Mapping Solution Integration

- IFE Helps Enhance the Passenger Interaction Experience

LAKE FOREST, California and CEDAR RAPIDS, Iowa – 19 September 2007 - Panasonic Avionics Corporation (Panasonic), a leading global provider of in-flight entertainment (IFE) and communications systems, today announced that Panasonic has a business relationship with Rockwell Collins to provide customers enhanced passenger control while viewing route maps and point-of-interest media libraries.

With Rockwell's Airshow Interactive moving map capability, Panasonic's X Series in-flight entertainment systems offer airline customers a richer interactive in-seat experience. Instead of "pushing" video to all cabin monitors, it now lets each individual passenger navigate using a touch-screen to "pull" maps and other content to their seat.

The launch of this business relationship combines the IFE expertise of Panasonic with the Rockwell Collins' well-established software brand of Airshow. The combined benefit provides airlines with an extremely powerful mapping solution.

"The addition of Airshow with Panasonic's in-flight entertainment system is an example of a product that enhances and adds delight to the passenger experience," said Tommy Dodson, Vice President and General Manager, Cabin Systems for Rockwell Collins of Rockwell Collins.

"By providing a fully integrated solution, the business relationship with Rockwell Collins reinforces our commitment to provide highly reliable and dynamic products that our customers expect from the leader in-flight information systems," said Paul Margis, CEO of Panasonic Avionics Corporation.

About Rockwell Collins

Rockwell Collins (NYSE: COL) is a world leader in the design, production and support of communications and aviation electronics solutions for government and commercial customers worldwide. Additional information is available at www.rockwellcollins.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. Additional information on Matsushita Electric and Panasonic is available at www.panasonic.com.

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Safe Harbor Statement

Statements in this press release other than statements of historical fact are forward-looking statements, including, but not limited to, statements concerning anticipated product offerings and the potential market opportunities for IFE Systems. Such statements constitute anticipated outcomes and do not assure results. Because such statements deal with future events, they are subject to various risks and uncertainties and actual results may differ materially due to a variety of factors, which could impact the successful and timely development of new products, the impact of competitive products and pricing, customer demand, and technological shifts. The company does not undertake an obligation to update its forward-looking statements to reflect future events or circumstances.