

**Press Contact**

Theresa Yeoh  
Tel: 1-949-462-1730  
[theresa.yeoh@panasonic.aero](mailto:theresa.yeoh@panasonic.aero)

Steve Double or Charlie Hampton  
at Bell Pottinger Business & Brand  
Telephone: 020 7861 2449/2431  
E-Mail: [champton@bell-pottinger.co.uk](mailto:champton@bell-pottinger.co.uk)

**Panasonic**

**Panasonic Avionics Corporation**

**FOR IMMEDIATE RELEASE**

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**Panasonic Avionics Corporation  
and AeroMobile Wins Top Industry Accolade**

**LAKE FOREST, California – 9 September 2008** - AeroMobile, the world's leading in-flight mobile phone operator, and Panasonic Avionics Corporation today scooped the "Best Achievement in Technology 2008" award from the World Airline Entertainment Association (WAEA).

The announcement was made at the annual WAEA Conference and Exhibition in Long Beach, California, and comes as AeroMobile celebrates six months of commercial service at the show.

AeroMobile chief executive Bjorn-Taale Sandberg said: "On behalf of Paul Margis, CEO of Panasonic Avionics Corporation and myself, we are honoured to be recognised by the World Airline Entertainment Association and our colleagues in the in-flight entertainment and communications industry.

"With our launch customer Emirates we have helped to create aviation history in 2008 in bringing truly personal, mobile communications to airline passengers who wish to stay in touch when they fly."

In response to airline requests, AeroMobile and Panasonic Avionics Corporation worked together to give passengers the choice to stay in touch with family, friends and colleagues when they fly using their own mobile (cellular) phone - just as they would on the ground.

AeroMobile is the service provider and Panasonic the exclusive reseller of the eXPhone system. The team provides a complete solution for in-flight mobile communications services including hardware, installation, certification, service operation, customer service, maintenance support and marketing. AeroMobile and Panasonic have designed, implemented and operate the services which are safe, convenient and cost-effective, allowing all services to be used to the benefit of those who wish to use them without detriment to the overall cabin environment.

Paul Margis, CEO of Panasonic Avionics Corporation said: "We are proud to be recognised for the development of eXPhone, which helps customers maximise their investment in X Series. This recognition by the industry and colleagues represents a significant achievement in the industry to allow passengers to use their own personal mobile phone while in flight."

**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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