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Panasonic

Panasonic Avionics Corporation

FOR IMMEDIATE RELEASE

Panasonic Avionics Corporation to Supply China Southern Airlines with eX2 on A380 Aircraft

LAKE FOREST, California – 03 December 2008 –China Southern Airlines, the 9th largest airline in the world and the largest airline in The People's Republic of China, has signed an agreement with the Panasonic Avionics Corporation (Panasonic) to supply eX2 on five (5) A380-800 aircraft with the first deliveries slated to begin in 2009.

With market leading capabilities and industry proven record, China Southern Airlines selected Panasonic eX2 to provide a flexible and scalable in-flight entertainment (IFE) system to deliver a personalized in-flight experience featuring Audio and Video on Demand (AVOD), and interactive entertainment options that help differentiate the airline brand, enhance revenue, and improve the long-haul passenger experience.

In addition to this new contract, Panasonic will also supply eX2 on forthcoming Boeing 787s, and has supplied S3000i on China Southern Airlines' A330-300 since 1993.

"As China's largest airline, we selected Panasonic because of its innovative in-flight entertainment products, and the company's reputation as the industry leader," said Mr. Dong Suguang, Vice President at China Southern Airlines. "Our goal is to provide our passengers with an outstanding in-flight experience. By choosing Panasonic, we know that we, and our passengers, are receiving the best in-flight technology available."

"We are pleased be working with China Southern Airlines and we appreciate their recognition of our ability to strategically support their business goals," said Paul Margis, Chief Executive Officer at Panasonic Avionics Corporation. "This agreement further strengthens our relationship with a leader in the aviation industry and further evidences Panasonic as an IFE provider of choice in the fastest growing aviation market."

Panasonic develops and manages in-cabin content and services that help airlines attract passengers and differentiate their brands. Panasonic's 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. This system's impressive level of reliability and maintainability further enhances profitability and passenger enjoyment that is essential to optimizing passenger entertainment. Furthermore, Panasonic eX2 saves room and is lighter in weight than the previous generation system, making the aircraft more fuel-efficient.

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 China Southern Airlines

The newest member of SkyTeam – www.skyteam.com – and the largest airline in The People's Republic of China for the past 29 years, China Southern Airlines - www.csair.com/global - connects more than 80 cities around the globe. Major business and vacation destinations served in China include: Beijing, Chengdu, Guangzhou, Guilin, Hong Kong, Kunming, Shanghai, Shenzhen and Wuhan and as well as International service, including: Amsterdam, Bangkok, Fukuoka, Hanoi, Ho Chi Minh City, Islamabad, Kuala Lumpur, Jakarta, Lagos, Los Angeles, Manila, Melbourne, Moscow, Osaka, Paris, Penang, Phnom Penh, Seoul, Singapore, Sydney and Tokyo.

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 Corporation is a subsidiary of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation (NYSE: PC). Serving over 200 customers worldwide and provides systems on over 3,700 aircraft, it is headquartered in Lake Forest, California with over 2,600 employees and operations in 80 locations worldwide. For additional information, please visit www.panasonic.aero.

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