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Panasonic

Panasonic Avionics Corporation

FOR IMMEDIATE RELEASE

Panasonic Takes Leadership Role in the Distribution of Overhead Video for Narrow Body Aircraft

- More Flexibility and Performance Achieved with Digital MPES

LAKE FOREST, California – 17 September 2007 - Panasonic Avionics Corporation (Panasonic), a leading global provider of in-flight entertainment (IFE) and communications systems, today announced the introduction of Digital MPES, the distributed audio and video in-flight entertainment system for narrow body aircraft. Through the use of superior technology, Panasonic's Digital MPES now provides more flexibility and performance than ever before.

"Airlines have told us they want to reduce weight, power and volume and at the same time offer a simple-to-operate solution for passenger enjoyment on the aircraft. Panasonic's Digital MPES is the IFE solution airlines consider essential to enhancing the passenger experience," said Paul Margis, CEO of Panasonic Avionics Corporation. "This affordable system enables airlines to create the in-seat environment they want for the frequent traveler."

Digital MPES leverages the reliability and utility of the existing product line and incorporates the System Controller with Analog Audio Output (SC-A), the new heart of the system. The SC-A interfaces with the aircraft systems and broadcasts audio, video, and moving map media to the overhead distribution system. In addition, the SC-A saves on space, weight and power by replacing the existing PRAM, audio and video sources, video system controller unit (VSCU), and moving map unit. This digital server, with a usable storage capacity of 160 GB, has the horsepower to handle any task from basic to complex overhead video and broadcast audio without changing the head-end.

With Panasonic's Digital MPES, passengers can enjoy all-in-one connectivity to today's hottest digital entertainment sources. Features of Panasonic's unique Digital MPES system include:

- Fully-digital server with 160 GB of usable storage
- Reduction in Weight
- Reduction in Power Consumption

- Reduction in Volume
- Takes IFE equipment out of the cabin and into the EE-bay
- With the accompanying Crew Panel
 - User friendly GUI (graphical User Interface)
 - 10.4" touch screen
 - Access and control through a superior interface to any existing narrow body product
- Programmable and Automated – Reduction in Cabin Crew workload
- Easy Digital Content loading
- Branding – route specific content and advertising

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.