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Panasonic

Panasonic Avionics Corporation

FOR IMMEDIATE RELEASE

Panasonic Avionics Corporation to Supply Norwegian Air Shuttle with DMPES for B737-800 Aircraft

LAKE FOREST, California – 18 November 2008 –Norwegian Air Shuttle (Norwegian), a low-cost airline with flights in Scandinavia and in Europe, plans to offer passengers a premium in-flight entertainment system by signing an agreement with Panasonic Avionics Corporation (Panasonic) to supply Digital MPES (DMPES) on forty-five (45) B737-800 aircraft.

Under the agreement, Panasonic will provide Norwegian with an innovative in-flight entertainment (IFE) system that features a broad range of exciting entertainment options, including audio, video, moving maps, and other content to offer passengers access to today's hottest digital entertainment sources.

"Panasonic's leadership in the industry, excellent track record and premium solutions were key factors in the decision," said Bjorn Kjos, Chief Executive Officer at Norwegian Air Shuttle. "Panasonic Digital MPES is easy to use, and its design features are environment-conscious which helps reduce CO² emissions and bring down fuel costs. With this high quality in-flight entertainment system, our passengers will be able to experience a more enjoyable flight."

"We are delighted to work with Norwegian Air Shuttle," said Paul Margis, Chief Executive Officer at Panasonic Avionics Corporation. "Panasonic continues to experience substantial growth in the European air transport market, where airlines require cutting-edge in-flight entertainment that offers its passenger a premium solution and a higher level of experience."

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. Digital MPES is a simple-to- operate, distributed audio and video in-flight entertainment system for narrow-body aircraft. This system's impressive level of automation, reliability and maintainability further enhances profitability and passenger enjoyment that is essential to optimizing passenger entertainment. Furthermore, Panasonic DMPES compact head-end volume saves room and is lighter in weight, improving aircraft fuel-efficiency.

With more than 150 in-flight entertainment systems ordered and delivered to airline customers worldwide since September 2007, Panasonic Digital MPES is the world's best-selling single-aisle overhead video entertainment option for airlines.

About Norwegian

Norwegian is one of Europe's leading low fare airlines and started its operations on 1 September 2002 with four domestic routes and six Boeing 737-300s. In December 2003 Norwegian was listed on the Oslo Stock Exchange. Today Norwegian has 28 Boeing 737-300s, six Boeing 737-800W and eight MD80s. 50 new Boeing 737-800Ws will be delivered from 2008 to 2014. The company is based in Norway, Denmark, Sweden and Poland with 1,400 employees and offers a route network of 158 routes to 83 destinations.

The head office is based in Oslo/Fornebu, Norway. For further information, please visit the airline's website: www.norwegian.no

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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