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Panasonic

Panasonic Avionics Corporation

FOR IMMEDIATE RELEASE

Panasonic Avionics Corporation Delivers 100th eX2 In-Flight Entertainment System

LAKE FOREST, California – 18 August 2008 – Panasonic Avionics Corporation (Panasonic) has achieved a major milestone in surpassing one hundred eX2 IFE systems installed and flying on commercial airliners.

Having already announced in April that eFX has reached the 1000th order milestone, this news points to a growing trend among airlines worldwide to choose Panasonic to when considering high quality, reliable in-flight entertainment systems for their passengers' comfort and convenience.

"We are extremely proud of eX2's success," said Paul Margis, Chief Executive Officer for Panasonic Avionics Corporation. "Through our total dedication to in-flight entertainment innovation and extreme customer and passenger satisfaction we have seen both existing and new customers worldwide upgrading to eX2."

Panasonic eX2 provides passengers with individual seatback smart monitors, hundreds of movie and song titles, interactive games, moving map, seat-to-seat texting, and other content. The following are some of the capabilities of eX2:

- Audio and Video on Demand – Watch or listen to what you want, when you want.
- iPod® – Watch videos or picture slideshows directly on the in-seat monitor while simultaneously charging the iPod.
- USB Media Player – Bring a USB storage device and enjoy pictures, mp3s and PDF files directly on the IFE system.
- SkyOffice – Create and edit Microsoft® compatible Excel, Word and PowerPoint and save it to a USB storage device.
- Voyager Moving Map (powered by Airshow®) - Watch real-time flight progress with multiple map views and interactive features.
- Advanced Games – 2D, 3D, single-player or multiplayer gaming with choices from multiple genres.
- Hospitality – Order food and drink, pillows, blankets and more from your in-seat IFE system.
- Shopping – Shop onboard directly from the IFE system. It's as easy as swiping a credit card.
- Inflight communicator – Communicate with friends and family on the ground through SMS text messaging or email.
- Seat Chat – Chat one-on-one or in a chat room with other passengers onboard the aircraft.
- Live Text News - News and Information to keep you in touch with what is happening around the world.
- Magazine Rack – Entertain passengers with travel publications, news, variety, and more.
- Connecting Gate – Review up-to-date connecting flights and baggage claim information.
- Surveys - Share thoughts to help the airline improve their performance

- Airline Web – Information about airline and travel partners as well as the ‘best of the web’ sites onboard.

In addition, it can easily integrate with in-flight mobile phones, broadband connectivity, live television, Internet-browsing and Internet-based video calls.

Panasonic develops and manages in-cabin content and services that help airlines attract passengers and differentiate their brands. Panasonic’s X Series product suite of in-flight entertainment systems includes eX2, eFX, eXpress, and Digital MPES. The 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 which is essential to optimizing passenger entertainment. Furthermore, Panasonic eX2 saves room and is lighter in weight than previous generation systems, making the aircraft even 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 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.

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.

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