

Press Contact

Theresa Yeoh
Tel: 1-949-462-1730
theresa.yeoh@panasonic.aero

Panasonic

Panasonic Avionics Corporation

FOR IMMEDIATE RELEASE

Panasonic Avionics Selected by Mexicana Airlines to Enhance Customer Travel Experience

- *Panasonic Digital MPES Overhead IFE System Offers Entire Cabin Entertainment*

LAKE FOREST, California – 16 October 2007 - Panasonic Avionics Corporation (Panasonic), a leading global provider of in-flight entertainment (IFE) and communications systems, today announced that Mexicana Airlines has selected Panasonic Digital MPES for installation on nearly all of its narrow body aircraft to enhance customer experience.

In response to an increasingly competitive market and meeting customer needs, Mexicana Airlines is furnishing 39 of its narrow body fleet with installations of Panasonic MPES overhead entertainment system. The retrofit program is comprised of (10) A318, (7) A319, and (22) A320. Passengers onboard the retrofitted aircraft will now be able to enjoy broadcast audio and video entertainment presented on the Digital MPES overhead system, an advanced in-flight entertainment system for narrow body aircraft.

“We are embarking on a significant IFE transformation to provide high quality in-flight entertainment on both long and short flights,” said Adolfo Crespo, Sr. Vice President Customer Service & Corporate Communications of Mexicana Airlines. “We are proud to expand our long-standing and successful relationship with Panasonic. Panasonic provides the experience and technical expertise to deliver quality IFE systems that fosters better passenger loyalty and satisfaction. In fact Mexicana won recently three World Travel Awards: Best Airline in Mexico and Latin America for the tenth year in a row, Best Business Class in Latin America for the third time and Best Internet Site in Latin America for the first time. With this entertainment system we are sure, the thousands of industry experts will continue voting for Mexicana, and our customers will be very pleased.”

“Airline leaders in the travel sector choose Panasonic IFE systems to enable them to provide passengers with exceptional flight experience,” said Paul Margis, CEO of Panasonic Avionics Corporation. “We are delighted that Mexicana Airlines selected Panasonic’s Digital MPES to provide quality broadcast audio and video entertainment to enhance the travel experience for its customers.”

Panasonic Digital MPES uses the latest technology that incorporates the X Series’ System Controller with Analog Audio Output (SC-A). With 160 gigabyte media memory, the SC-A will reduce space, weight and power when compared with traditional systems. A companion to the SC-A is the X Series Crew Panel.

The 10.4" touch screen Crew Panel offers superior functionality through its easy access and control with a user friendly GUI.

About Mexicana Airlines

Mexicana de Aviación began its operations 86 years ago and it is therefore the airline with the fourth longest tradition in the world. Currently, it is the airline with the most extensive international coverage from Mexico and the leading transportation company between Mexico and the United States. From its operation hub in Mexico City International Airport, Mexicana flies to around 50 destinations in North, Central, and South America and the Caribbean. Its code share agreements with leading international airlines, represents a great benefit for its passengers with the accumulation and redemption of miles, access to its executive lounges, a range of connection possibilities and coordinated schedules with an extensive route network that covers a large portion of the world. Having the most modern fleet in the world has allowed it to maintain one of the highest on time performance levels, and enabled it to reach the highest utilization rate of its Airbus fleet, with an average daily operation of 12:52 hours. Mexicana has the best maintenance base in Latin America. And for the third consecutive time its been recognized with the World Travel Awards 2006 as the best Business Class in Mexico and Latin America, in addition to receiving the award as the leading airline for ten consecutive years and the best web site in the same region. On July 1st, 2005, Mexicana launched its low-cost airline, Click Mexicana, which offers the most competitive fares. Click serves 26 domestic routes and its fleet is comprised of 17 Fokker 100 aircraft with state-of-the-art equipment with the most advanced technology available in the industry. For more information visit: www.mexicana.com and www.clickmx.com

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.

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