

NEWS RELEASE

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Panasonic Avionics Corporation Unveils its eX3 IFEC Solution

Hamburg, Germany – April 6, 2011 – Panasonic Avionics Corporation (Panasonic), the world leader in state-of-the-art in-flight entertainment and communications (IFEC) systems, today announced its eX3 IFEC solution, the latest addition to the company’s industry-leading X Series IFEC portfolio.

eX3 represents Panasonic’s tenth generation IFEC solution. It is designed to deliver an amazing passenger experience and a minimized total cost of ownership by leveraging the latest advancements in native broadband connectivity, uncompromising industrial design, an advanced media strategy and an open platform architecture. Using eX3, airlines will be able to leverage a true business platform that helps drive brand loyalty, maximize revenue per available seat mile, and minimize cost per available seat mile.

Paul Margis, Chief Executive Officer for Panasonic Avionics Corporation, said, “We are truly excited to introduce our eX3 solution because it represents an unprecedented evolution in system design and a revolution in passenger experience.”

In order to ensure an amazing passenger experience, eX3 will feature elegant industrial design, seamless interior integration, capacitive touch, proximity sensors, incredible viewing angles, touch screen handsets, and next-generation processors. The system will be able to offer broadband connectivity and GSM services, high definition, the highest levels of personalization, onboard social networking, an immersive interactive based on the Android operating system, thousands of applications, and high-end video games to each passenger, regardless of cabin class. Premium passengers will enjoy large HD and even 3D displays, exciting productivity tools such as video conferencing, and a true home theater entertainment experience. For Economy travelers, eX3 will offer unprecedented space and comfort.

eX3 is also designed to minimize an airline’s major cost drivers. Panasonic continues to invest heavily in advanced media strategies aimed at reducing content costs and shortening the traditional media cycle from 45 to 15 days, and even real-time with broadband connectivity. With Android, solid state disc drives, fewer components, improved BITE

accuracy, and real-time system monitoring through connectivity, it also will be inherently more reliable than earlier Panasonic solutions. In addition, with a simplified, lighter architecture, eX3 can help reduce weight and therefore, fuel burn.

For more information on Panasonic's eX3 solution, please visit www.thefutureofifec.com.

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 integrate 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, and lower overall costs.

Established in 1979, Panasonic Avionics Corporation, a U.S. corporation, is a subsidiary of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation (NYSE: PC). Headquartered in Lake Forest, California, with over 2,600 employees and operations in 50 locations worldwide, it serves over 200 customers worldwide and provides IFEC systems on over 3,700 aircraft. For additional information, please visit www.panasonic.aero.

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