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**FOR IMMEDIATE RELEASE**

## **Matsushita Avionics Systems Providing IFE for Dragonair's Cabin Redesign**

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### **MAS System 2000E chosen for upgrade plan, service enhancement**

**Bothell, WA, USA (13 February 2003)** - As previously announced (20 January 2003), Hong Kong based Dragonair has selected Matsushita Avionics Systems Corporation's In-Flight Entertainment Systems for their cabin redesign and service enhancement initiative. Dragonair is utilizing MAS System 2000E as a cornerstone of their upgrade.

The first installation of MAS' System 2000E video and audio entertainment system on Dragonair's A330 fleet was completed in late January. First Class A330 seats will feature a 10.4" personal video monitor airing Dragon-On-Air entertainment through five channels, according to Irene Tan, Manager, Marketing Projects of the airline. Dragon-On-Air's five channels are Prime Viewing, Playing, Relaxing, Exploring, and Discovering. Business and Economy Classes will feature 15" and 9" wall- and ceiling-mounted LCD monitors, with passengers able to watch the Prime Viewing channel. Passengers will also be offered 12 audio channels.

Dragonair's redesign project will be implemented progressively into their 21 passenger aircraft. The new configuration for their A321s includes Matsushita Avionics' MPES (Multiplexed Passenger Entertainment System) and overhead video with 9" retractable monitors.

According to Alan Pellegrini, Senior Vice President of Marketing and Operations for MAS, "With its aggressive moves to expand its fleet and route structure, Dragonair has established itself both as a rapidly growing airline and as flagship of the Mainland China / Hong Kong commercial aviation market. We at MAS are excited to see such spirited growth in the Asia-Pacific market, and we are certainly gratified to be selected by Dragonair as a key partner in their cabin redesign and upgrade."

### **About Panasonic Avionics Corporation:**

**Panasonic Avionics Corporation** Panasonic Avionics Corporation is the world's leading supplier of in-flight entertainment and communication systems. Headquartered in Lake Forest, CA Panasonic Avionics Corporation employs approximately 2500 employees based in over 70 locations worldwide.

Panasonic Avionics Corporation is a subsidiary of **Panasonic North America** (PNA). Based in Secaucus, NJ, PNA 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](http://www.panasonic.aero). Additional information on Matsushita Electric and Panasonic is available at [www.panasonic.com](http://www.panasonic.com).