



Press / Analyst Contacts
Corporate Communications:
David Bruner
Tel: (425) 415-9052
Fax: (425) 485-6175
david.bruner@panasonic.aero

Marketing Communications Manager:
Brenda Kuhns
Tel: (949) 672-2736
Fax: (949) 462-7109
brenda.kuhns@panasonic.aero

FOR IMMEDIATE RELEASE

Steve Finch Named Vice President, Americas Region for Matsushita Avionics Systems Corporation

Bothell, Washington, USA (March 23, 2000) - Takashi Mizuma, President, Matsushita Avionics Systems Corporation (MAS), announced today that Steve Finch has accepted appointment as the company's Vice President, Americas Region. "We are very pleased to have someone of Steve's high caliber join us," Mr. Mizuma said. "This is an important step in MAS' initiative to increase our focus on the customer, and to further improve customer satisfaction with our services as well as our systems."

Mr. Finch will assume responsibility for all marketing, sales, and service issues dealing with customers in the Americas Region. He will also be responsible for the MAS Regional Support Center in Coppell, Texas site of the company's newly created Dallas Repair Shop.

Mr. Finch joined Matsushita Avionics Systems Corporation in October 1999 as a consultant tasked with reducing turn-around times for customer repairs. His expertise in streamlining operations and bringing systemic solutions to business helped MAS achieve a substantial, ongoing reduction in repair turn-around times.

Mr. Finch brings a great deal of experience to this position, including service as president of an industrial supply company, Vice President of Training & Information Services for United Airlines Service Company, and Vice President of Operations for Frontier Airlines. Most recently, he served as mayor of Excelsior, Minnesota, a lakeside suburb west of Minneapolis.

Regional issues for the Americas are already being addressed by MAS in Dallas. Mr. Finch and his wife Sharon will move to Dallas later this summer, at which time regional operations will ramp up to full-time operations.

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. Additional information on Matsushita Electric and Panasonic is available at www.panasonic.com.