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**FOR IMMEDIATE RELEASE**

## **Matsushita Avionics Systems Covers the World with Country Briefings**

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**MAS IFE content to include 6-week summaries of significant activity across leading economies**

**Seattle (23 September 2002)** -Matsushita Avionics Systems Corporation (MAS), the leading supplier of In-Flight Entertainment systems, has joined forces with Country Briefings, a leading online monitor of international markets and issues, to equip airborne business travelers and global professionals with up-to-date economic, business and political overviews. MAS is undertaking this initiative as part of its renewed commitment to provide airlines the very best content available.

Country Briefings, the latest interactive application in the MASMedia™ suite, enables airline passengers to review significant business and investment developments from the previous six weeks in each of 32 leading economies around the world. Coverage currently includes content from eight western-hemisphere countries, four Western Europe economies, ten Asia Pacific countries and ten emerging markets.

By accessing this cached web content through the seatback IFE system, passengers will be able to read onscreen about key business, economic and political developments from around the world. The interactive information is presented in a concise, user-friendly format, giving business travelers an independent perspective and empowering them with the knowledge they need to compete in today's rapid-paced business environment.

Alan Pellegrini, Senior Vice President of Marketing and Operations for MAS, notes, "Very few people have time to keep up with the rapid spin of events in today's hectic world. With the addition of Country Briefings to MASMedia's growing list of online applications, MAS is striving to help business travelers maximize their time. Instead of otherwise losing valuable time in transit, Country Briefings gives executives a great tool for keep up with developments that could impact their business holdings or their personal portfolio."

Barry W Wheelock, Country Briefings Editor, says, "Our briefings quickly give busy executives the opportunity to show to their customers and colleagues they have taken the trouble and courtesy to

understand their business environment. We are very excited to be working with MAS to bring our information to travelers whilst in flight."

**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).