

FOR IMMEDIATE RELEASE

Matsushita Avionics Systems and AcrossFrontiers Announce Plans to Offer Innovative In-Flight Tool for Business Travelers

Global BusinessNavigator helps business travelers maximize flight time, navigate through the intricacies of cross-cultural business

Seattle (24 September 2002) - Matsushita Avionics Systems Corporation (MAS), leading supplier of In-Flight Entertainment systems, and AcrossFrontiers International, Inc. used this year's WAEA Conference and Exhibition to announce an understanding that both parties believe will soon lead to a formal sales and marketing relationship. MAS anticipates that AcrossFrontiers will make its Global BusinessNavigator web content available to MASMedia™, interactive content arm of MAS, as a new element in Matsushita's end-to-end content management solutions.

Business travelers interact with professionals from around the world every day. If they're not familiar with cross-cultural nuances, business results can be undercut by missteps and misunderstandings. By accessing Global BusinessNavigator at their seat, business travelers will be able to maximize travel time, enhance their inflight experience, and gain the skills they'll need to succeed in business once they reach their destination, increasing the prospects for repeat travel.

Each program provides passengers with in-depth knowledge on doing business in a specific country, explaining in detail the local culture, business practices, and protocol. Global BusinessNavigator's unique interactive format enables travelers to see, hear, and experience each country firsthand through vivid in-country videos, engaging narration, and original business role-plays.

Sanjyot Dunung, the founder, President and CEO of AcrossFrontiers, is enthusiastic about this opportunity. "Our Global BusinessNavigator is unique, just like the latest in-seat systems from MAS. There's nothing quite like GBN on the market today. Our award-winning content will engage and entertain business travelers, and our easy-to-use interactive format provides an ideal fit with Matsushita's cutting-edge IFE technology."

Alan Pellegrini, Senior Vice President of Marketing and Operations for MAS, offered this observation: "With this and other content deals we've recently announced, MAS is sending the air transport industry an unmistakable message: We are 100% committed to providing airlines with the very best content on the market. Our MASMedia group has uncovered some exciting new applications for business and leisure travelers, and we think AcrossFrontiers will become a premier content provider for our customers."

AcrossFrontiers' Global BusinessNavigator sample content can be viewed on inseat IFE systems in the MAS display (Booth #829) at WAEA.

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.