

FOR IMMEDIATE RELEASE

Matsushita Avionics Systems to Offer WCITIES Destination Guides on MAS IFE Systems

MAS and WCITIES enter into content provider agreement; Air travelers will have access to city guides from around the world

Seattle (24 September 2002) - Matsushita Avionics Systems Corporation (MAS), the leading supplier of In-Flight Entertainment systems, has entered into a content provider agreement with WCITIES, the world's premier location-based information service provider. The agreement, a key element in MAS' end-to-end content management solution, was announced today at the WAEA (World Airline Entertainment Association) Conference and Exhibition, being held this week in Seattle, Washington, USA.

MASMedia™, the content aggregator and interactive applications arm of MAS, is working with WCITIES to provide airlines and their passengers with informative destination guides for over 300 cities located in more than 70 countries around the globe. WCITIES compiles all its local destination information using local researchers, reviewers and editors around the globe, to present the insider's view of each city.

Airlines flying MAS in-flight entertainment systems will soon be able to provide their passengers with WCITIES destination guides on any MAS inseat system.

Alan Pellegrini, Senior Vice President of Marketing and Operations for MAS, observes that "WCITIES presents a great combination of content and technology, and their destination guides will provide passengers with a very useful application. Their guides are attractive, easy to navigate and full of useful information. Landmarks, day trips, guided tours, nightlife, shopping, sports, recreation and more - all are available onscreen with MAS in-seat IFE. Whether passengers are engaged in business travel or leisurely trekking, this new web tool will place some of the best destination information right at their fingertips."

Fraser Campbell, Director of Business Development for WCITIES, notes, "WCITIES is the only company in the marketplace today that provides location-specific guides globally, with content in both English and the local language. Since air travel has done so much to shrink the miles between people, we think this

collaboration will be a terrific fit - for WCITIES and MAS, but most of all for international airlines and their passengers."

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.