

**FOR IMMEDIATE RELEASE**

## **Matsushita Avionics Systems and eFlyte Team Up To Provide Rough Guides in the Sky**

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**For the first time, published travel guides will soon be available on airlines equipped with MAS inseat IFE**

**Seattle (25 September 2002)** - In a travel industry first, Matsushita Avionics Systems Corporation (MAS), the leading supplier of In-Flight Entertainment systems, and publisher Rough Guides will provide airline passengers with the unabridged access to Rough Guides' acclaimed travel series through a partnership with eFlyte. The agreement, part of the MAS strategy of providing airlines with the content they need, was announced today at the WAEA (World Airlines Entertainment Association) Conference and Exhibition in Seattle.

Rough Guides are providing material from over 60 of their guidebooks - comprehensive, contemporary coverage of destinations far and wide from Australia to Zürich, and almost 200 more places in between. With MAS providing the in-seat IFE systems, eFlyte providing an attractive and easy reading software interface, and MASMedia™ managing the interactive content, airline passengers will soon be able to access Rough Guide travel books from their seats. Imagine being able to call up, with a simple click of a button, city, country and regional guides that include in-depth destination information, photographs and maps. You'll be able to explore cities neighborhood by neighborhood; get the low-down on the must-see sites; check restaurant and hotel listings covering the full range of tastes and budgets, and access a wide variety of nightlife and entertainment options... all at an altitude of 39,000 feet.

Alan Pellegrini, Senior Vice President of Marketing and Operations for MAS, observes, "As their tagline states so clearly, inflight entertainment is more than just a game to eFlyte... it's their business. That's precisely why eFlyte is such a perfect match with MAS - because inflight entertainment is our business, too. And now, through the joint efforts of MAS and eFlyte, travelers will be able to explore Rough Guides critically acclaimed content to learn more about their destination, plan their vacation, or just pass the time with a fascinating, informative new tool."

"We're excited to be yet again breaking new ground in travel publishing by partnering with MAS and eFlyte. Their pioneering systems provide a unique in-flight reading experience, and Rough Guides are proud to be offering the best travel guide content available to enhance that experience," said Jennifer Gold, Rough Guides` Director of New Media. "Business and leisure travelers alike will benefit from timely, in-seat access to our unique combination of practical, entertaining and reliable destination information."

"As the number one travel publisher in the UK, Rough Guides was a natural choice as our partner for providing airline passengers with comprehensive, world class destination information. This has also been a wonderful opportunity to extend our long-standing relationship with MAS to provide new and attractive products for their customers," said David Morgan, CEO of eFlyte.

**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).