

FOR IMMEDIATE RELEASE

Song to Launch eFX, Matsushita Avionics Systems Corporation's Revolutionary New Single-Aisle IFE/Satellite TV Solution

Innovative low-fare airline to offer its passengers world-class IFE

New York (29 January 2003) – Song, Delta Air Line's innovative new low-fare airline, announced today its selection of eFXTM, a revolutionary new single-aisle In-Flight Entertainment system from Matsushita Avionics Systems Corporation (MAS).

Song will be the world's first airline to offer eFX, the most advanced IFE technology offered in today's single-aisle air transport market. MAS is partnering with Song to offer passengers a unique complement of features at their seats, including personal video monitors with touch-screen technology and credit card "swipe" capability for revenue collection; digitally-streamed MP3 audio programming; VOD (video on demand), with a wide range of current movies for passengers of every age; 24 channels of onboard satellite TV; multi-player interactive games that allow passengers to play each other, even when they're seated in different rows; MAS' innovative new iXplor™ interactive moving map program with zoom capabilities and points of interest information; and connecting gate information broadcast to a passenger's in-seat video monitor.

Additionally, eFX provides Song with the ability to integrate other innovative IFE services in the future, including in-seat Internet connectivity, SMS / email service, in-flight shopping and on-line product purchase capabilities.

According to Alan Pellegrini, Senior Vice President of Marketing and Operations for MAS, "We are very excited about eFX. State-of-the-art IFE features such as digital audio, video on demand, multiplayer games and connectivity are not usually found in the single-aisle market, but with eFX, even low-fare carriers will be able to offer innovative, flexible, cost-effective in-flight entertainment to keep their passengers happy – and coming back for more! We're delighted that Song is launching the eFX revolution in single-aisle IFE."

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.