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Matsushita Avionics Systems Unveils eX2, New Widebody Inflight Entertainment System at WAEA 2003

New system is designed with Airbus A380 in mind, but will be equally adept on all widebody designs of today and tomorrow

Seattle, WA (9 September 2003) – Matsushita Avionics Systems Corporation (MAS) chose this year's World Airline Entertainment Association (WAEA) Conference and Exhibition in Seattle to unveil eX2, its next-generation widebody In-Flight Entertainment (IFE) system.

eX2 (pronounced "X" like the letter and "two" like the number, with a silent "e") will in some respects be an evolutionary step up from MAS' flagship product, System 3000 and eFX, our new narrowbody system. But with a strong focus on reducing overall system weight and power requirements, MAS expects to be able to offer airlines the very latest innovations and improved reliability at significant life-cycle cost savings.

eX2 yet again demonstrates MAS's ability to provide innovative systems to our customers as we build on our experience as the leading IFE provider. eX2, our fourth generation AVOD system, is building upon and expanding our horizons as we lead the industry in audio, video, connectivity, information, interactive capabilities, shopping, voice over IP, intranet, internet, wireless, and much more. eX2 will provide the optimum travel experience to airline passengers. The environment and features will be reminiscent of home and office. Passengers will appreciate the Matsushita Avionics family of in-seat products that are inviting, familiar and intuitive.

According to Senior Vice President Paul Margis, "We anticipate that eX2 will be the fastest IFE system in the world, with a media library platform that doubles today's content and coverage, interfaces that will delight passengers, and an unprecedented features list – all in the smallest package ever."

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.