



Press / Analyst Contacts
Corporate Communications:
David Bruner
Tel: (425) 415-9052
Fax: (425) 485-6175
david.bruner@panasonic.aero

Marketing Communications Manager:
Brenda Kuhns
Tel: (949) 672-2736
Fax: (949) 462-7109
brenda.kuhns@panasonic.aero

FOR IMMEDIATE RELEASE

Matsushita Avionics Systems, FlightStore Enter Innovative Agreement

MAS maintenance services organization will download passenger transactions placed online during flight

Seattle, WA (10 September 2003) - As announced today at the World Airline Entertainment Association Conference and Exhibition in Seattle, Matsushita Avionics Systems Corporation (MAS) and FlightStore have entered into an agreement under which FlightStore will service Continental and Northwest Airlines aircraft.

Expanding the Interactive Advertising and e-commerce business, FlightStore offers airlines the opportunity to earn revenue from sponsored interactive content and advertising. On aircraft not equipped with SATCOM, whenever a passenger makes a request (for further information or to be contacted post-flight), the request is downloaded by MAS` maintenance services organization to FlightStore's retail distribution network.

Lon Allman, General Manager of Maintenance Services for MAS, points out that "airlines are no longer hamstrung by the need to invest heavily in new software technology or in-flight entertainment hardware. With this agreement, MAS and FlightStore will together provide the infrastructure for airlines to offer intranet shopping efficiently and effectively."

Said FlightStore Managing Director Chris Brady, "With MAS maintenance service stations located worldwide, FlightStore clearly recognizes that MAS maintenance services offers us - and airline customers - the most efficient and cost-effective solution for downloading passenger orders. The service capabilities of System 3000 and other MAS IFE systems are ripe for development with the correct financial model."

MAS IFE systems and service innovations are on display in Booth #1605 at WAEA. FlightStore can be found at Booth # 429 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.