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Matsushita Avionics Systems Announces Games Agreement with TWP Corporation of Taiwan

Milestone agreement highlights MASMedia's a global strategy to bring regional content to its airline customers

Seattle, WA (11 September 2003) - Matsushita Avionics Systems Corporation (MAS) announced today at the World Airline Entertainment Association's annual Conference and Exhibition in Seattle a milestone games development and distribution agreement with TWP Corporation of Taiwan. Under this agreement, TWP will port the most popular Asian interactive games from its Acer Game Zone (AGZ) portal (<http://www.acergame.com.tw>) to MAS In-Flight Entertainment platforms. AGZ is one of the largest online game portals in Asia, with more than 3 million registered members, and boasts a wide catalog of games including Chinese Chess, Mahjong and Go.

"We are extremely pleased to collaborate with Acer Game Zone. Our Asian customers have been craving customized interactive content to suit their passenger demographics and we are confident the AGZ suite of games will answer that need. Throughout this process, MASMedia's Applications Development and Integration Centre (ADIC) in Singapore played an instrumental role in the integration activities with AGZ. This is also a groundbreaking development for MAS as AGZ is ADIC's first deal with a games content partner outside North America," said Mr. Gerald Yap, MAS Vice President, Asia Region.

"Airplanes will be the next Net cafe! We are extremely excited and pleased to collaborate with MAS. AGZ will build a Casual Game R&D Center to develop exciting games for different game platforms. Soon, passengers can play Mahjong, Poker, Chinese Chess and '5-line' when they fly on airplanes equipped with MAS IFE systems. Besides the engaging game content, people can enjoy interaction with other passengers in a multiplayer intranet environment. Other game titles we are considering include 'Go', Golf and Hanafuda, a popular game of Japanese origin. We look forward to working with MAS closely to provide more interesting in-flight content and services, and to turn the airplane into a Net cafe," said Mr. M S Chou, General Manager of TWP.

The first title that has been ported to the MAS platform, Chinese Chess, is currently undergoing rigorous testing in MAS laboratories. After overcoming the challenge of developing the Artificial Intelligence (AI) Engine for Chinese chess, AGZ is now focused on developing the multiplayer version and adding more titles to the catalog. When full testing is completed, the AGZ games suite will be distributed through MAS to all airlines who wish to cater to their Asian travelers' entertainment needs. Please visit MAS in Booth #1605 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.