

**NEWS RELEASE**

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**Panasonic Avionics Corporation to Add Live Barclays Premier League Content to its In-Flight Live Television Service**

**Lake Forest, CA** – Sept.14, 2010 – Panasonic Avionics Corporation (Panasonic), the world leader in state-of-the-art in-flight entertainment and communication (IFEC) systems, today announced the signing of a Memorandum of Understanding (MOU) with IMG Media, a division of IMG Worldwide, to offer Live Barclays Premier League Content through Panasonic's eXTV solution.

While final terms are still being negotiated, the MOU allows both parties to work on finalizing a licensing and distribution agreement that will add Live Barclays Premier League Content as a premium channel option through Panasonic's global, live, in-flight television service.

"We are very excited by the prospects of being the first IFEC solution provider to deliver live, uninterrupted, sports programming to passengers at 35,000 feet," said Paul Margis, Chief Executive Officer, Panasonic. "Football is the world's most popular sport, and offering Barclays Premier League Content to passengers 24 hours a day, 365 days a year, will be yet another way in which Panasonic can help airlines enhance the power of their brand and maximize passenger satisfaction and loyalty."

Richard Wise, S V P, IMG Media said: "IMG Media is delighted to be working with Panasonic Avionics Corporation on this ground breaking deal, which will see Live Premier League Content streamed to thousands of passengers in the air across the globe."

Panasonic's eXTV television network will use the company's eXConnect in-flight Ku-band communications service, including the same Ku antenna and onboard components, to deliver high-quality, television programming to passengers during their flight. It will provide live, uninterrupted content to aircraft flying all over the world, even over oceans. The service is will offer several core channels as well as regional channels.

Pending the completion of the licensing and distribution agreement, Panasonic's airborne television service would provide airline passengers access to all 380 Barclays Premier League matches. They would

also be able to watch live pre and post game match analysis, live daily news bulletins, exclusive interviews and classic matches.

### **About Panasonic Avionics Corporation**

Panasonic Avionics Corporation is the world's leading supplier of in-flight entertainment and communication systems. The company's best-in-class solutions, supported by professional maintenance services, fully integrate with the cabin enabling airlines to deliver the ultimate travel experiences with a rich variety of entertainment choices, resulting in improved quality communication systems and solutions, and lower overall costs.

Established in 1979, Panasonic Avionics Corporation, a U.S. corporation, is a subsidiary of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation (NYSE: PC). Headquartered in Lake Forest, California with over 2,600 employees and operations in 50 locations worldwide, it serves over 200 customers worldwide and provides IFEC systems on over 3,700 aircraft. For additional information, please visit [www.panasonic.aero](http://www.panasonic.aero).

### **About IMG**

**IMG Worldwide** is a global sports, entertainment and media business, with nearly 3,000 employees operating in 30 countries around the globe. IMG's areas of expertise are diverse and wide ranging:

**IMG College** is the leader in collegiate marketing, licensing and media rights.

**IMG's Joint Ventures, IMG Reliance and IMG CCTV**, in the emerging markets of India and China, offer the company significant long-term growth opportunities.

**IMG Media** is the world's largest independent producer and distributor of sports programming

**IMG Events and Federations** owns and manages some of the most sought after events and includes long standing associations with the world's most important sports organizations, leagues, and federations.

**IMG Fashion** owns and operates fashion events around the world and **IMG Models** represents the world's top models, leading designers and the most influential photographers, art directors and stylists.

For the past 50 years **IMG Clients** has been the global leader in talent representation, including over 1,000 elite athletes, coaches, industry executives and prestigious sports organizations across the sports, entertainment, fashion and media industries.

**IMG Academies** is the world's largest and most advanced multi-sport training and educational facility delivering sports training experiences to more than 12,000 dedicated athletes from approximately 80 countries every year.

**IMG Consulting** connects many of the world's leading brands with consumers through access to unique sports and entertainment properties.

**IMG Licensing** is considered one of the premier independent licensing agencies in the sports, entertainment and media world.

More information is available at [www.imgworld.com](http://www.imgworld.com)

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