

NEWS RELEASE

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**Panasonic Avionics Corporation Announces the Launch of its
Mission Control Center**

LAKE FOREST, California – 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 launch of its Mission Control Center in Lake Forest, California.

“Panasonic’s Mission Control Center provides fast response technical support to maximize passenger satisfaction and minimize airline cost of operation by constantly monitoring the growing fleet of Panasonic-equipped aircraft,” said Paul Margis, Chief Executive Officer for Panasonic. “It uses a 24-hour a day, seven days a week follow-the-sun technical response approach that continuously monitors and maintains Panasonic IFEC solutions installed on aircraft around the world.”

The Mission Control Center is responsible for coordinating all technical support, maintenance and logistic efforts at strategically located global turn-key support organizations around the world using data collected from manual offloads, the large fleet of Panasonic eXCell cellular modems and in real time from broadband connected aircraft using technology such as Panasonic’s Ku solution, eXConnect.

In the unlikely event of an issue or problem with an aircraft’s IFEC system, the Mission Control Center is uniquely qualified and positioned to immediately analyze incoming data and then tactically deploy the right resources to restore service quickly and efficiently.

Margis continued, “With broadband connectivity, the Mission Control Center can use real time monitoring to keep an aircraft’s IFEC system fully operational and ensure that it delivers against high passenger expectations at a minimum cost. Issues can be addressed from the ground by Mission Control and should a problem not be resolved in real time ground crew can be dispatched to the plane before landing with the correct equipment and exact seat location. The airline could benefit from streamlined maintenance, as well as reduced operational costs and maximized uptime.”

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.

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