

## **NEWS RELEASE**

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## **Panasonic Avionics Corporation Adds NHK World Premium to the eXTV Network**

**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 a multi-year agreement with NHK CosmoMedia America, Inc. to make the NHK World Premium channel available through Panasonic's eXTV in-flight live television network.

"NHK World Premium represents the best of Japanese TV programming and we are proud to offer it to our airline customers as part of the eXTV service," said Yasu Enokido, Chief Operating Officer and President of Panasonic Avionics Corporation.

"Panasonic's eXTV service will be an extremely valuable innovation for Airlines to provide passengers with continuously live TV entertainment during their journey. We are very proud that NHK World Premium will be offered on the eXTV in-flight television network and delighted to know that frequent Japanese business and leisure travelers will be able to view NHK World Premium live news, sports, and entertainment contents during their flights worldwide." – Kazuaki Takada, President & CEO, NHK CosmoMedia America, Inc.

Panasonic's eXTV television network will use the company's eXConnect in-flight Ku-band communications service 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 will offer several core channels as well as regional channels.

### **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 NHK World Premium**

NHK WORLD PREMIUM is a Japanese-language channel designed to inform and entertain Japanese living and travelling outside Japan. NHK World Premium broadcasts NHK News and Grand Sumo Tournaments live, in addition to major sports events such as Japan Pro Baseball, J-League Soccer, professional Golf and more. NHK World Premium also broadcasts a well-rounded schedule of epic historical and modern contemporary dramas, award-winning NHK documentaries, popular live artist and karaoke music shows, anime, cooking shows, and various cultural programs about Japan and Asia.

For additional programming information in English, please visit:  
[http://www2.nhk-g.co.jp/wp/index\\_e.html](http://www2.nhk-g.co.jp/wp/index_e.html)

For additional programming information in Japanese, please visit:  
<http://www2.nhk-g.co.jp/wp/index.html>

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