

NEWS RELEASE

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Panasonic Avionics Announces Launch of First IFEC Application Store

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 the Panasonic Avionics App Store, the first application store to serve the airline IFEC industry. The Panasonic Avionics App Store will bring the energy and excitement of the rapidly expanding open platform application developer community to airlines and passengers worldwide. Panasonic has chosen CoKinetic Systems to assist Panasonic on the implementation of the application store.

“There is a huge community of developers creating really rich and exciting content for smart phones and computers that can be brought to the IFEC industry under the right conditions,” said Paul Margis, Chief Executive Officer, Panasonic. “The Panasonic Avionics App Store will support this community of developers using widely available tools and processes to create many different types of applications from traditional maps, games and user interfaces to revenue generating transaction applications for merchants and airlines.”

Speaking at the APEX Conference in Long Beach, California, Kris Stevens, Chief Executive Officer of CoKinetic, said, “With the launch of the Panasonic Avionics App Store, the time to market for new content should be dramatically shorter, which would establish a new pace of innovation in IFEC. Developers would then see their ideas flying in a matter of weeks, and passengers will enjoy the same type of diverse, quirky, cutting-edge content they’ve come to expect in other market segments.”

The Panasonic Avionics App Store will be the storefront and aggregation point for existing and future applications for Panasonic IFEC systems. Airlines, through a secure log in, will be able to see apps available, apps under

development and access the community of developers should they want their own apps developed. Content owners and merchants who want their own applications developed and made available to the Airlines will be able to access the App Store to reach out to the developer community and have their apps created.

The target date for the Panasonic App Store opening for business is Q1/2011.

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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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