

FOR IMMEDIATE RELEASE

Peter Hardie Joins MAS as Vice President, Europe Region

London, U.K. (October 31, 2000) – Takashi Mizuma, President of Matsushita Avionics Systems Corporation (MAS), announced that Peter Hardie has joined MAS as its new Vice President, Europe Region, effective today. Mr. Hardie replaces Acting Vice President Ray Pease who resumes his previous market development responsibilities for the company's Europe Region.

Mr. Hardie comes to MAS with an extensive background in avionics and customer service. He earned degrees in Production Engineering and Mechanical Engineering (with honors) from Paisley University, Scotland, and a Masters Degree in Aerodynamics and Air Transport Engineering from Cranfield University, England. His professional experience includes employment with UK National Engineering Laboratory and Rolls Royce. For the past nineteen years Mr. Hardie has worked for Airbus Industrie in several senior aircraft sales and product support positions based in France and Germany. Most recently he served Airbus as its Director of Customer Materiel Services.

According to Mr. Mizuma, "Peter's particular interest is in developing increased value delivered to customers. This objective will serve him well as he guides this vital Regional Center towards achieving the very highest levels of customer satisfaction."

Mr. Mizuma also expressed gratitude to Mr. Pease, noting that "Ray has performed a significant service for MAS and the Europe Region as acting Vice President. He will now be able to resume his work developing and strengthening our European customer base."

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.