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**Panasonic**

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**Panasonic Avionics Corporation**

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## **Panasonic Avionics Corporation MPES Overhead System Chosen by SilkAir to Enhance In-Flight Entertainment**

**LAKE FOREST, California – 06 January 2009** – Panasonic Avionics Corporation (Panasonic), the world leader in state-of-the-art in-flight entertainment and communication (IFEC) systems, today announced that SilkAir, the regional wing of Singapore Airlines, has engaged Panasonic to install the Panasonic Multiplexed Passenger Entertainment System (MPES) overhead in-flight entertainment (IFE) system on twelve (12) Airbus A320 family narrow body aircraft.

“The performance of the Panasonic MPES system will meet the high expectations of SilkAir’s main customer base of leisure travelers by delivering world class in-flight entertainment,” said Paul Margis, Chief Executive Officer of Panasonic Avionics Corporation. “Panasonic is very proud to be chosen by Asia’s leading regional airline to enhance its customers’ travel experience.”

Passengers on board SilkAir’s Airbus A320 and A319 aircraft will be able to enjoy broadcast video entertainment presented on the MPES overhead system, an advanced in-flight entertainment system for narrow body aircraft.

“As the regional wing of Singapore Airlines, SilkAir is committed to offering distinctively high quality in-flight services to our customers,” said Mr. Chin Yau Seng, Chief Executive SilkAir. “The Panasonic MPES is part of the suite of new aircraft cabin features that is being rolled out on our new fleet of Airbus A320 family aircraft.”

SilkAir flies to thirty Asian destinations. In 2008, TTG Travel Awards named SilkAir as Best Regional Airline for the ninth time and *Conde Nast Traveller* Readers’ Choice Awards selected the airline first in the “Foreign Route” airline category. *Travel+Leisure Magazine* also rated the airline among the top five international airlines in the world in 2008.

### **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, reduced time-to-market and lower overall costs.

Established in 1979, Panasonic Avionics 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 80 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).

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