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**Panasonic**

**Panasonic Avionics Corporation**

**FOR IMMEDIATE RELEASE**

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## **Panasonic Avionics Corporation Receives Order for 1,000<sup>th</sup> eFX In-Flight Entertainment System**

**LAKE FOREST, California – 02 April 2008** – A major milestone has been achieved in enhanced cabin experience as Panasonic Avionics Corporation (Panasonic) received an order for its 1,000<sup>th</sup> eFX in-flight entertainment (IFE) system.

This milestone confirms Panasonic's market leadership in in-flight entertainment. The news also points to a growing trend among airlines worldwide that recognize the importance of choosing a proven IFE system to deliver their brand on-board while keeping their passengers more entertained and informed in the air.

"Panasonic eFX has emerged as an essential element of the airline cabin experience," said Paul Margis, Chief Executive Officer for Panasonic Avionics Corporation. "The proof can be found in airlines around the world, where Panasonic underpins strategic airline initiatives to gain greater control over the competition while providing greater passenger comfort and improved entertainment. As today's announcement attests, that value has led to very close relationships with a great number of satisfied customers, and eFX is delivering more value, to more passengers, than ever before."

"We are extremely pleased with "Red," our seat-back in-flight entertainment (IFE) system, which uses Panasonic hardware and custom developed software, offers pay-per-view films, TV, music with playlist capability, and a selection of games and on-demand meals," said Charles Ogilvie, Director, Inflight Entertainment & Partnerships at Virgin America. "IFE was a very important consideration in the design of the Virgin America guest experience."

Panasonic's X Series in-flight entertainment systems allow airline passengers to be in-touch, informed and entertained from their seat. The X Series, lighter than the earlier generation system and consumes less power with more functionality, features award winning customizable solutions including interactive audio, video, games, learning programs, and other content options. eFX, part of the X Series portfolio, is a fully digital in-flight entertainment system optimized for the single aisle IFE market.

### **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 integrates 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 serves over 200 customers worldwide and provides systems on over 3,700 aircraft. Headquartered in Lake Forest, California, the company employs over 2,600 employees with operations in 80 locations worldwide. For additional information, please visit [www.panasonic.aero](http://www.panasonic.aero).

Panasonic Avionics Corporation is a subsidiary of Panasonic Corporation of North America, the principal North American subsidiary of Matsushita Electric Industrial Co., Ltd. (NYSE: MC). Additional information on Matsushita Electric and Panasonic is available at [www.panasonic.com](http://www.panasonic.com).

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