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Panasonic

Panasonic Avionics Corporation
FOR IMMEDIATE RELEASE

Panasonic Avionics Corporation Delivers Avianca's First eX2 Equipped A330 Aircraft

BOGOTÁ, COLUMBIA AND LAKE FOREST, California – 02 October 2008 – In a ceremony held today in Bogota (Colombia), Avianca, the airline flag of this country, received its first Airbus A330 aircraft, equipped with Panasonic Avionics Corporation's (Panasonic) eX2 in-flight entertainment system (IFE). This is the first of 10 Airbus A330 aircraft for Avianca that will be equipped with eX2.

The Panasonic X Series is a latest generation, revolutionary entertainment IFE system, offering leading edge technology and new products for wide body and narrow body aircraft. With eX2, Avianca offers passengers access to audio and video on demand (AVOD), iXplor dynamic maps, games, polls, port connector, seat controls, and a variety of applications that includes tools for work office.

Additionally, Panasonic will provide Avianca the eXport portal integration technology, enabling passengers to listen and view the contents of personal media players like iPod and iPhone through the eX2 system.

"We are very pleased to be able to offer our passengers of domestic and international flights to fly on board our new A330s and enjoy the eX2 system from Panasonic," said Fabio Villegas Ramirez, President of Avianca. "With the eX2, Avianca will be able to offer our passengers an incredible flying experience, with many entertainment options, a key to fulfilling our goals of service and business."

"We are proud to work together with Avianca to provide their passengers with the best travel experience," said Paul Margis, Chief Executive Officer of Panasonic Avionics Corporation. "eX2's leading edge functionality, productivity applications and now integrated personal media player technology will allow passengers to work, play and be entertained aboard the most modern aircraft available to Avianca."

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. Panasonic Avionics Corporation is a subsidiary of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation. Additional information on Panasonic is available at www.panasonic.com.

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