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Panasonic

Panasonic Avionics Corporation

FOR IMMEDIATE RELEASE

Five Panasonic Customers Named for Excellence in In-flight Entertainment at WAEA 28th Annual Conference

- Cathay Pacific Airways Ltd., Delta Air Lines, Inc., Emirates, Korean Air, and Singapore Airlines Ltd. Honored for Best Achievement in IFE

LAKE FOREST, California – 17 September 2007 - Panasonic Avionics Corporation (Panasonic), a leading global provider of in-flight entertainment (IFE) and communications systems, today announced that all five airlines named finalists in the World Airline Entertainment Association (WAEA) Avion Awards, which honors airlines for excellence in in-flight entertainment, are Panasonic customers.

“The in-flight entertainment industry is undergoing tremendous change, and with that, true innovations in technology and design that deliver a definitive benefit to the passenger experience are more important than ever,” said Paul Margis, CEO of Panasonic Avionics Corporation. “Each year, WAEA Avion Awards program seeks to recognize airlines for their ongoing efforts in innovation that enhances the passenger experience. Panasonic is delighted and proud to see its customers receive this outstanding recognition. We congratulate all of this year’s finalists in the Avion Awards program. Their achievements are truly noteworthy.”

Winners will be announced during the opening session of the WAEA 28th Annual Conference and Exposition in Toronto on September 17, 2007. For full list of finalists, visit <http://www.waea.org/events/avion/2007/2007Finalists.htm>.

About Panasonic Avionics Corporation

Panasonic Avionics Corporation is the world's leading supplier of in-flight entertainment and communication systems. Panasonic systems are flying with over 200 customers worldwide deployed on over 3,000 aircraft. Headquartered in Lake Forest, California, the company employs approximately 2,500 employees based in over 70 locations worldwide.

Panasonic Avionics Corporation is a subsidiary of **Panasonic Corporation of North America**. Based in Secaucus, NJ, Panasonic 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.

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