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Panasonic

Panasonic Avionics Corporation

FOR IMMEDIATE RELEASE

Panasonic Avionics Corporation Plants Trees for the Renewal of the Forest Program

LAKE FOREST, California – 29 October 2008 – In the spirit of the philosophy fathered by founder Konosuke Matsushita and its continued commitment to a sustainable environment, Panasonic Avionics Corporation (Panasonic), a world leader in state-of-the-art in-flight entertainment (IFE) and communication systems, will donate trees to be planted at local parks in the City of Lake Forest, California. The trees planted by Panasonic are part of the city's Renewal of the Forest Program designed to help preserve and revitalize urban parks, gardens and public lands.



On Tuesday, October 28, a tree dedication ceremony took place with the planting of the first tree by Yasu Enokido, President of Panasonic Avionics Corporation. Also in attendance were Mark Tettemer, Mayor of Lake Forest; David Heath and Kent Ono of Panasonic Avionics Corporation.

"Panasonic's commitment to the environment and helping to make it more sustainable is an inherent part of our corporate philosophy," said Paul Margis, Chief Executive Officer at Panasonic Avionics Corporation. "Through the Renewal of the Forest Program, we hope to demonstrate our commitment to the local community – knowing our contribution to planting trees and

revitalization programs will help offset our collective carbon footprint. In addition, our in-flight entertainment systems include an audit review in all of our design and production phases to help eliminate harmful substances to the environment."

Panasonic's environmental conscious line of products, include its eX2 and eFX in-flight entertainment systems, help minimize CO2 emissions, waste, and chemical substances during the product lifecycle to enhance the quality of life of our community and contribute to the overall sustainability of the environment.

Panasonic protects future generations by helping to preserve nature's most valuable resources through the support of a wide range of environmental and conservation initiatives, including Panasonic's Environmental EXPO; RideShare Program; and energy-saving competitions; pollution prevention and environmental educational programs. For more information visit: www.panasonic.aero/environment.html.

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 is available at www.panasonic.com.

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