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Panasonic

Panasonic Avionics Corporation

FOR IMMEDIATE RELEASE

**Panasonic Avionics Corporation
and CoKinetic Systems to Create The First In-flight
B2B Developer's Marketplace**

LAKE FOREST, California – 11 September 2008 - Panasonic Avionics Corporation (Panasonic), the world's leading supplier of in-flight entertainment (IFE) and communication systems, and CoKinetic Systems Corporation, developer of the AirPlay IFE engine, today announced they are working together to launch the first IFE B2B developer's marketplace: a combination of entertainment, advertising, and transactional applications in a seamless, end-to-end platform. The announcement was made during the World Airline Entertainment Association (WAEA) conference.

AirPlay Marketplace is the first developer's marketplace for advertisers, merchants and application publishers to reach millions of passengers annually. Airplay Marketplace integrates, enhances and extends several of the tools and services Panasonic already offers its customers, including the OneMedia ad management system or passenger hospitality and shopping applications. This marketplace makes it easier for airlines flying Panasonic IFE to enhance their passenger's experience and take advantage of new ancillary revenue opportunities.

"This marketplace concept is an essential element of our long term innovation strategy. It provides a means for advertisers, merchants and application publishers to develop and deploy new and exciting features. In addition, it opens up our platform to many more developers. Airplay Marketplace should enable airlines to realize more value from their investments," said Paul Margis, Chief Executive Officer of Panasonic Avionics Corporation. "We are excited to deploy this marketplace concept first with CoKinetic."

"The technology behind the AirPlay Marketplace allows Panasonic to place access of a huge in-flight audience within the reach of hundreds of developers around the world. Since the AirPlay Marketplace provides easy access to Panasonic system features, usage reporting, payment capture and aircraft on-load/off-load solutions, developers get to focus on applications and advertisements," said Kris Stevens, Chief Executive Officer of CoKinetic Systems Corp.

About CoKinetic Systems Corporation

CoKinetic Systems Corporation, founded in 2001, is a privately funded leader in standards-based cloud-computing software that delivers high quality user interfaces that seamlessly integrate just about anything. Based on CoKinetic's NewGoo engine, AirPlay is behind some of the most advanced in-flight entertainment systems in the sky. For more information, visit www.cokinetic.com.

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 Matsushita Electric Industrial Co., Ltd. (NYSE: MC). Additional information on Matsushita Electric and Panasonic is available at www.panasonic.com.

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