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Panasonic

Panasonic Avionics Corporation

FOR IMMEDIATE RELEASE

Panasonic Avionics Corporation Expands OneMedia Ad Sales Network

LAKE FOREST, California – 9 September 2008 - Panasonic Avionics Corporation (Panasonic), a leading global provider of in-flight entertainment (IFE) and communications systems, today announces the expansion of its OneMedia advertising network adding Inflight Media Associates, a leading media company specializing in video advertising to air travelers, to its ad sales network.

Panasonic's OneMedia service provides both the on-board ad-serving software and the ground-based infrastructure for airlines to increase ancillary revenue and reduce weight through targeted, regularly-updated and concise content and advertising displayed on Panasonic in-flight entertainment systems.

OneMedia allows an airline to use desktop web tools to control onboard ad-serving software that selects advertisements to be displayed based on targeting criteria defined by the advertiser and generates and delivers timely online reports detailing impressions delivered, click-thru rates and data acquired. Adverts can include click-through banners, rich media within the video content, electronic magazines and microsites.

To maximize efficiency for both the airline and the advertiser, OneMedia uses existing internet advertising sales channel methodologies and can reuse existing properties formatted for the internet.

"The OneMedia application delivers measurable ad impressions and click-through options just like online advertising, but to an affluent and captive audience that only the airlines can offer," said Grant Rabjohn, Chief Operating Officer at In-Flight Media Associates, Inc. "Advertisers finally have an in-flight video advertising option that's engaging, measurable and cost-effective."

"Panasonic's on-board systems and ground infrastructure together are powerful business tools," said Paul Margis, Chief Executive Officer at Panasonic Avionics Corporation. "Combined with our expanding network of advertising experts like IMA, OneMedia can truly impact the bottom line profits for our customers while providing the passenger with interesting content options."

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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