

Press Contact

Theresa Yeoh
Tel: 1-949-462-1730
theresa.yeoh@panasonic.aero

Panasonic

Panasonic Avionics Corporation

FOR IMMEDIATE RELEASE

**Panasonic Strengthens In-Flight Entertainment System
Leadership with PAXUS 2.0 Release**

***- Passenger Usage and Statistics Process Simplifies and Enhances
Reporting***

LAKE FOREST, California – 19 September 2007 - Panasonic Avionics Corporation (Panasonic), a leading global provider of in-flight entertainment (IFE) and communications systems, today announced the availability of PAXUS 2.0, one of the industry's leading information system solution for in-flight data collection and analysis. In the last 2 years the PAXUS (PAX Usage & Statistics) service has captured over 20 Million IFE usage logs allowing Panasonic's airline customers to make informed content purchase decisions and gain insight into their passengers' use of the IFE system. This release is a significant upgrade of the PAXUS service that allows airlines to effectively manage and make better decisions by understanding passenger usage patterns. It represents Panasonic's ongoing commitment to providing its airline customers with the most up-to-date business intelligence solutions.

Combined with Panasonic's cell modem, PAXUS 2.0 simplifies the task of transferring content usage and survey data from the aircraft. Version 2.0 uses the latest generation of business intelligence technologies, including OLAP (On Line Analytical Processing) to enable airlines to review and analyze detailed reports of their passenger's system and content usage through a secure web portal (<https://paxus2.panasonic.aero>). In addition, available web-based reports can be filtered, real-time, across several dimensions, such as route, airplane type, class of service, or media genre.

"Passenger usage information is invaluable for understanding and maintaining application software and media assets in modern in-flight entertainment systems," said Paul Margis, CEO of Panasonic Avionics Corporation. "PAXUS enables airlines to focus on high-level, value-added business decisions. This information will assist airlines in making decisions which will improve the passenger experience while minimizing total cost of ownership for the airline."

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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Safe Harbor Statement

Statements in this press release other than statements of historical fact are forward-looking statements, including, but not limited to, statements concerning anticipated product offerings and the potential market opportunities for IFE Systems. Such statements constitute anticipated outcomes and do not assure results. Because such statements deal with future events, they are subject to various risks and uncertainties and actual results may differ materially due to a variety of factors, which could impact the successful and timely development of new products, the impact of competitive products and pricing, customer demand, and technological shifts. The company does not undertake an obligation to update its forward-looking statements to reflect future events or circumstances.