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**Panasonic**

**Panasonic Avionics Corporation**

**FOR IMMEDIATE RELEASE**

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## **Panasonic Avionics Corporation To Supply Philippine Airlines With eX2 on A340 and B777 Aircraft**

**LAKE FOREST, California – 11 July 2008** – Panasonic Avionics Corporation (Panasonic) today announced an agreement with Philippine Airlines to supply eX2 on six (6) brand new B777-300ER aircraft and four (4) A340-300 retrofit programs with anticipated deliveries in 2009.

Under the agreement, Panasonic will provide Philippine Airlines a flexible and scalable in-flight entertainment (IFE) system with full cabin audio and video on demand (AVOD) to provide a satisfying passenger experience. Panasonic eX2 is a powerful IFE system with a standards-based design for maximum flexibility for interactive entertainment.

This is an extension of a relationship that dating back to the early 1990s when Panasonic supplied S2000e to Philippine Airlines. Since 2006, Panasonic has started delivering eFX for Philippine Airlines' brand new A319s and A320 with AVOD in business class for a fleet build-up of 15 aircraft.

"The decision to choose Panasonic represents a unique strategic direction for Philippine Airlines, as we require a quality IFE solution that provides a simple, powerful, redundant system that will allow growth well into the future," said Mr. Felix J. Cruz, Vice President Marketing Support at Philippine Airlines. "We chose Panasonic eX2 because it has proven to be the most functional and reliable IFE technology and believe in Panasonic's vision and commitment to help Philippine Airlines deliver significant entertainment value to our passengers."

"We are pleased that a long-term customer such as Philippine Airlines has chosen our eX2 product, as we partner with them to keep their passengers entertained and informed," said Paul Margis, Chief Executive Officer at Panasonic Avionics Corporation. "This agreement is further validation that Panasonic is continuing to deliver the innovative technologies for in-flight entertainment systems that provide airlines a competitive advantage."

### **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](http://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](http://www.panasonic.com).

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