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Panasonic

Panasonic Avionics Corporation

FOR IMMEDIATE RELEASE

Panasonic Avionics Selected by Singapore Airlines for Airbus A380

- Passengers Enjoy a New Way of Flying with State-of-the-Art In-Flight Entertainment

LAKE FOREST, California – 1 November 2007 - Panasonic Avionics Corporation (Panasonic), a leading global provider of in-flight entertainment (IFE) and communications systems, was identified by Singapore Airlines as the provider of the IFE system, specifically the Panasonic eX2 System, on its A380 aircraft.

Singapore Airlines celebrated its first A380 commercial flight on October 25th with a special charity flight. The luxurious and state-of-the-art double-decker jumbo jet features 471 seats in three classes, with 12 *Singapore Airlines Suites*, 60 Business Class and 399 Economy Class seats. The scheduled commercial daily services between Singapore and Sydney commenced on October 28th.

Renowned for being a market leader, including being an IFE pioneer and award winner, Singapore Airlines' new state-of-the-art in-flight entertainment system provides audio and video on demand in all three classes featuring 100 movies, more than 150 TV shows, 22 broadcast radio channels, 700 music CDs, and 3D and multiplayer games. Passengers enjoy the freedom to select content any way they choose at the touch of a button on their business panel monitor (23" for First, 15.4" for Business, and 10.6" for Economy Class).

"Panasonic and Singapore Airlines share a common goal to significantly enhance the passenger's experience while assuring IFE systems are fun and easy to use. Panasonic is extremely proud to have further strengthened our relationship with Singapore Airline's during the development of our eX2 entertainment and communications system for the A380," said Paul Margis, CEO of Panasonic Avionics Corporation.

About eX2

eX2 is the next generation product in Panasonic's X Series product line. This advanced in-flight digital entertainment and high speed communication system allows airlines increased storage, increased passengers per audio/video server and faster loading times. With over 50 plus unique in-flight applications and services, a variety of award winning handsets, high performance and high resolution displays, eX2 is the state of the art in-flight entertainment system.

About Singapore Airlines

When Singapore Airlines was formed in 1972, it operated a modest fleet of 10 aircraft to just 22 cities in 18 countries, most of which were in Asia. With a commitment to fleet modernization, product and service

innovation and market leadership, the Airline quickly distinguished itself as a world-class carrier. Today Singapore Airlines is internationally recognized as the world's leading airline and operates a modern passenger fleet of over 90 aircraft. Its network, including Singapore Airlines Cargo and SilkAir destinations covers 100 destinations in 41 countries.

Singapore Airlines makes aviation history this year as the first carrier to take delivery of and operate the world's first double-decker aircraft, the Airbus A380."

For more information, please visit singaporeair.com

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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