

Editorial Contacts:

William Pritchard
Panasonic
201-348-7182
pritchardw@panasonic.com

Jeff Samuels
Panasonic
201-392-4571
samuelsj@us.panasonic.com

Beth Dempsey
Driven Communications
248-349-7810
bdempsey@drivencom.com

BUY A CAR TO GET THE DEMO DISC?
ELS Surround sets new standard for car audio demos with new release

Southfield, MI (December 15, 2005) — Panasonic Automotive, along with Acura and Warner Music, have released a demonstration disc featuring sought-after music from high-profile artists, many of whom rarely license their songs for compilations. New for the 2006 model year, the disc is included with the Acura / ELS Surround Premium 8-speaker Sound System, which is a standard equipment feature on every Acura TL.

Designed to enhance the vehicle ownership experience, this unique disc includes such artists as Beck, Foo Fighters, Diana Krall, Seal, Simple Plan, Talking Heads, Eagles, and provides the Acura TL owners the opportunity to enjoy the Acura / ELS Surround audio system the moment they leave the dealership. The disc highlights the performance level of the Acura / ELS Surround system for both stereo and multi-channel source material, and sets a new standard for such discs, which in the past have routinely included music long out of copyright.

“There’s never been a demonstration disc with the caliber of music and performance as there is here,” said Elliot Scheiner, a multiple Grammy® Award winning producer/engineer and collaborator on Acura / ELS Surround. “When it comes to DVD-Audio and surround sound, a factory-installed sound system is one of the best ways to experience multi-channel music. You’re dealing with a defined listening space in which the system can be tuned to the vehicle’s specific acoustic environment.”

Scheiner – known as “Els” by music insiders – mixed seven of the tracks included. Among them is a DVD-Audio surround sound version of the Doobie Brothers’ “China

Grove.” A standard CD quality mix of the same song is also included, providing an apples-to-apples comparison of standard CD versus digital surround sound. Also included is a unique collection of audio and video bonus materials, including a description of the advanced technology attributes of the Acura TL and a 5.1 channel check. For true music lovers there are also segments on the art of mixing, featuring discussions with Scheiner on how he builds multi-channel mix in the studio and a video segment on both his work in the studio and his involvement with the Acura / ELS Surround audio system.

"We at Rhino are proud to have compiled some of Warner Music Group's top-level artists for the Acura/ELS Surround demo disc. The project clearly demonstrates the incredible quality of multi-channel audio in the Acura TL," said Mark Pinkus, Senior Vice President, Strategic Marketing & Custom Products, Rhino Entertainment.

The Acura / ELS Surround system has received wide acclaim from leading musicians, producers, and engineers for its ability to capture and reproduce music as it sounds in the studio. It includes six independent channels of audio source material -- a dramatic change from the two channels in standard automotive audio systems -- creating sound that surrounds the listener. Scheiner's collaboration with Panasonic Automotive is the only one of its kind; no other automotive supplier is reaching out to a member of the music industry to enhance the audio experience for the systems it provides to vehicle manufacturers.

"The Acura / ELS Surround system strongly supports the high tech image that the TL has established in the marketplace," said Scott Crail, Acura product planning manager.

The Acura TL Demonstration Disc is available with purchase of the Acura TL. For more information, visit www.acura.com. For more information about Acura / ELS Surround visit www.elssurround.com.

About Elliot Scheiner

A TEC Hall of Fame inductee, Elliot Scheiner is widely considered a leader in surround sound recording/mixing and has worked with such music legends as The Eagles, Steely Dan, REM, Faith Hill, Queen, Sting, Van Morrison and Grover Washington Jr. His most recent work is with the Foo Fighters, a continuing relationship with The Eagles and

Beck. Scheiner has been nominated for three Emmy Awards and has won five Grammy Awards, the most recent for album of the year - Steely Dan's *Two Against Nature*.

About Panasonic Automotive Systems

Based in Peachtree City, Georgia, and with Detroit-area operations located in Southfield, MI, Panasonic Automotive Systems Company of America is a division of Secaucus, New Jersey-based Panasonic Corporation of North America, the principal North American subsidiary of Matsushita Electric Industrial Co., Ltd. (NYSE: MC) of Osaka, Japan, one of the world's leading developers and producers of innovative digital and other electronic products for consumer, business and industrial use. Panasonic Automotive Systems Company of America also acts as the North American operating company of Panasonic Automotive Systems Company, a division of Matsushita Electric Industrial Co., Ltd., which coordinates global automotive industry systems and components operations. For more information on Panasonic and Matsushita Electric, visit www.panasonic.com.

###