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**ELS SURROUND COLLABORATOR HONORED WITH TEC AWARD**  
***Elliot Scheiner takes top honors for Clapton's Crossroads Guitar Festival***

**Southfield, MI (October 17, 2005)** — Panasonic Automotive's collaborator on its premium audio brand – ELS Surround – took top honors at the 21st Annual Technical Excellence & Creativity Awards (TEC). Elliot Scheiner was honored for his work as part of the production team for Eric Clapton's *Crossroads Guitar Festival*, a music special aired on PBS. The award was presented earlier this month and comes on the heels of Scheiner's Emmy nomination for Outstanding Sound Mixing for the same project.

The TEC Awards is the foremost program recognizing the achievements of audio professionals. Presented annually by the Mix Foundation for Excellence in Audio, the TEC Awards honor the individuals, companies and technical innovations behind the sound of recordings, films, TV shows and live performances.

Scheiner is known in the automotive industry for his work with Panasonic to develop ELS Surround, which bears his industry moniker – ELS. It is the only partnership of its kind; no other automotive manufacturer has collaborated with a member of the music industry to improve the audio experience in cars. The system, available as standard equipment in Acura's TL model, has won 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.

A TEC Hall of Fame inductee, Scheiner is widely recognized as 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*.

"When you look at Elliot's incredible track record in the music industry, it's no surprise that the ELS Surround sound system is becoming the new standard for audio excellence," said Vince Sarrecchia, President of Panasonic Automotive Systems Company of America. "We're proud to have him as part of our team and delighted that we can call upon his expertise in the studio to create an extraordinary listening experience in a car."

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

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