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**PANASONIC ELS SURROUND® COLLABORATOR
HONORED WITH EMMY®
*Elliot Scheiner Wins for Outstanding Sound Mixing***

Southfield, MI (August 17, 2006) — Multiple Grammy® Award-winning producer/engineer Elliot Scheiner, collaborator on Panasonic's acclaimed ELS Surround® audio system, took home the Emmy® Award for Outstanding Sound Mixing for his work on the *Eagles Farewell Tour Live from Melbourne*. The Melbourne concert recording, engineered and mixed by Scheiner, highlights the exceptional energy and performances from the 2004 global tour by the seminal band of the Southern California rock scene of the '70s.

"Working with the Eagles has been one of the highlights of my career and to receive an Emmy for it makes it that much more incredible," said Scheiner.

This most recent Emmy is just one of several recent honors for Scheiner's work. The Mix Foundation's lauded Technical Excellence & Creativity Awards include three nominations for Scheiner's music mixing and production: the Eagles Farewell Tour (in the Remote Production category), Donald Fagen's "Morph the Cat" (in Record/Album) and Foo Fighter's "In Your Honor" for Surround Sound/5.1.

The honors are part of an extensive string of industry accolades that include three other Emmy Award nominations, as well as 20 Grammy® Award nominations, five Grammy Awards -- his most recent for album of the year, Steely Dan's *Two Against Nature*. Earlier this year, the prestigious Berklee College of Music presented Scheiner with an Honorary Doctor of Music degree. A TEC Hall of Fame inductee, Scheiner is the inaugural recipient of the Surround Pioneer Award, which was created to honor

individuals who have made significant, groundbreaking contributions to the art of surround music production. He is also the only American to be honored by the Japanese Audio Society with its prestigious Master of Sound designation.

Scheiner is widely considered to be the world's leading authority in surround sound recording/mixing. A highly sought-after producer and engineer, his pioneering efforts in surround sound are credited with establishing the foundation for the genre. His career includes work with such music legends as The Eagles, Steely Dan, REM, Faith Hill, Queen, Sting, Van Morrison and Grover Washington Jr. In addition to working with Donald Fagen on his 2006 release of *Morph The Cat*, Scheiner's recent work includes mixing for the Foo Fighters, a continuing relationship with The Eagles and Beck.

His collaboration with Panasonic Automotive is the only one of its kind, leveraging Scheiner's revolutionary use of surround sound to enhance the automotive audio experience. ELS Surround® -- named for Scheiner's industry nickname "Els" -- was the first discrete 5.1 DVD-Audio system designed specifically for cars. Since its 2004 debut in the Acura® TL, it has received wide acclaim from leading musicians, producers, and engineers for its ability to reproduce music as it sounds in the studio. This summer, ELS Surround made its first appearance in an SUV when Acura launched its groundbreaking RDX™.

For more information about Elliot Scheiner and ELS Surround visit www.elssurround.com.

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.

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