

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

ELLIOT SCHEINER IS “MASTER OF SOUND” SAYS JAPANESE AUDIO SOCIETY
Scheiner is first non-Japanese to be honored by prestigious group

TOKYO, JAPAN (December 19, 2005) --Multi-Grammy Award® winning producer/engineer Elliot Scheiner, who collaborated with engineers from Panasonic and Acura to develop the innovative ELS Surround sound system for the Acura TL, was awarded the esteemed “Master of Sound” award from the Japanese Audio Society. He is the first non-Japanese engineer to be so honored.

Scheiner, who has worked with such musical luminaries as the Eagles, Steely Dan, Foo Fighters, Faith Hill, Fleetwood Mac, Queen and REM, is acknowledged by his peers as one of the industry’s leading proponents and creators of surround sound recording. Scheiner’s association and involvement in developing a discrete 5.1 DVD-Audio system for the automobile is a natural progression from his revolutionary use of surround sound to create a form of transporting music to the consumer that is as close to the sound in the studio as possible.

“I’m extremely honored by this award. When you’re recognized for work that you are passionate about, it’s something to be especially proud of,” said Scheiner. “I understand that this award recognizes an outstanding development in the area of sound technology and culture. I’ve devoted the past 30 plus years to that goal.”

The Master of Sound award was established by the Society in 1996 to memorialize the day in 1877 (December 6) when Thomas Edison invented the first phonograph; a day that the Society considers the birthday of audio. For the 2005 award, the Society chose three Japanese engineers and selected Mr. Scheiner as a special prize winner for his

unique contributions to the evolution of surround sound production and the development of an automobile DVD-Audio surround system.

The 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.

"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."

For more information about 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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