

Boeing Opens its Photo Archives to Aviation and Aerospace Enthusiasts

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The Boeing Company (NYSE: BA), in a first-of-a-kind collaboration for the company, has teamed up with Getty Images (NYSE: GYI), the world's leading imagery company, to launch BoeingPhotoStore.com, a web site that offers aviation enthusiasts the ability to view and purchase high-quality contemporary and historical aviation and aerospace-related photographic prints.

Culled from the consolidated archives of the many recognizable companies that are now operating under the Boeing name -- including McDonnell Aircraft, Douglas Aircraft, North American Aviation, Stearman Aircraft and Hughes Aircraft -- the collection of images covers the breadth and depth of America's aviation history.

"From biplanes to the Space Shuttle, this web site draws from one of the world's largest and most comprehensive aviation archives," said Mike Lombardi, chief archivist for Boeing. "Some of these unique and special images will be viewed for the first time by the general public."

Currently, BoeingPhotoStore.com houses nearly 500 images in categories that include biplanes, classic airliners, commercial jets, warbirds, military support, combat jet aircraft, space, rotorcraft and others. An additional 1,500 images will be added over the next year, some of which will commemorate the 100th anniversary of powered flight in 2003.

Visitors can order such photographs as the B&W, the first Boeing airplane; the Douglas DC-3, the first sleeper transport; the Stearman PT-17, the most-produced biplane of all time; the McDonnell Aircraft F15E, the U.S. Air Force's premier fighter; the Hughes Helicopter AH-64, the world's premier attack helicopter, and many others.

"Companies like Boeing own great stores of imagery that not only represent their own corporate history, but precious pieces of world culture as well," said Jonathan Klein, co-founder and CEO of Getty Images. "We're very pleased to be able to assist Boeing in making its rich aerospace history accessible to enthusiasts. We view this as an excellent opportunity for companies to extend their branding and garner additional value from their visual content."

Getty Images is providing the user interface, the e-commerce engine and the system for key wording and categorizing the photos to make them easily accessible to people who wish to purchase prints. The company has created a similar system for the NBA photo store.

Size of images range from eight by 10 inches to 20 by 30 inches, while costs range from \$15 to \$36, and orders are typically received in seven working days within the United States. International deliveries will begin in early 2003.

For more information, visit the Boeing Photo Store.

The Boeing Company is the world's leading aerospace company, with its heritage mirroring the history of flight. It is the largest manufacturer of satellites, commercial jetliners, and military aircraft. The company is also a global market leader in missile defense, human space flight, and launch services. In terms of sales, Boeing is the largest U.S. exporter. Total company revenues for 2001 were \$58 billion.

Getty Images is the world's leading imagery company, creating and providing the largest and most relevant collection of still and moving images to communication professionals around the globe. From sports and news photography to archival and contemporary imagery, Getty Images' products are found each day in newspapers, magazines, advertising, films, television, books and web sites. Getty Images' www.gettyimages.com web site is the first place customers turn to search, purchase and download powerful imagery. Seattle-headquartered Getty Images is a global company, and has customers in more than 50 countries.

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