Boeing Signs Agreement with Leading European Sports Content Provider

Eurosport to Provide Regional Programming to Connexion by Boeing

The Boeing Company today announced the signing of leading European sports network, Eurosport, as a content supplier to the Connexion by Boeing[SM] service. As a result, airline travelers will gain in-flight access to live sports programming while traveling throughout continental Europe.

Using the market-leading broadband data service being developed by Boeing, air travelers will be able to receive pan-European sports programming from any seat onboard an aircraft equipped with the Connexion by Boeing service. Upon accessing the service, air travelers will have real-time access to multiple channels delivering regional, multilingual sports content.

"We are excited about the addition of Eurosport to the Connexion by Boeing team and are confident this is another key step toward providing the type of premium quality content and limitless connectivity we envision and consumers will expect," said Boeing Chairman Phil Condit.

Boeing and Eurosport have signed a memorandum of agreement and will continue to define the roles and responsibilities for their involvement in Connexion by Boeing.

Eurosport is the predominate sports channel in Europe, reaching more than 86 million homes and 230 million viewers in 54 countries. The channel is broadcast via the major European satellites (e.g. Astra and Eutelsat Hot Bird), on the basic programming tier of cable networks, and on 13 digital platforms in the UK, Nordic countries, France, Spain, Italy, Poland, Portugal and Russia.

Connexion by Boeing is the innovative new commercial broadband data service that combines the core strengths of the world's largest aircraft manufacturer with the company's move into space-based communications. In-flight airline passengers will soon be able to choose from a multitude of personalized real-time services including Internet and corporate intranet access, e-commerce, live television and entertainment, transmission and receipt of data, shopping, travel and destination information. Airline operators also will benefit from additional in-flight access to aircraft and crew data.

The Connexion by Boeing service will initially be available to commercial airline customers in North America with European service anticipated in 2002. Additional global regions will be added as the service matures.

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