

Boeing Selects Annual Report Design Firm and Semi-Finalists for Global Advertising Review

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The Boeing Company today announced Chicago-based Meta-4 Design, Inc., as the firm selected to handle its 2001 annual report. In addition, Boeing has narrowed its search for a global advertising agency to six semi-finalists: BBDO, DDB, FCB, J. Walter Thompson, Leo Burnett, and Ogilvy & Mather, all of Chicago.

Last month Boeing announced it would be selecting a Chicago design firm and a global advertising firm consistent with its world headquarters move to the same city.

"The talent of Chicago's design industry is impressive," said Anne Toulouse, vice president, of brand management and advertising for Boeing. "While any of the firms considered would have done an excellent job for us, the combination of Meta-4 Design's creative capabilities, and a solid and pragmatic business approach appealed to us."

While the design firm review is completed, the advertising search is expected to wrap up in October. The advertising account includes campaigns for Boeing at the corporate level and for several business units. Boeing's internal advertising council - with assistance from Bob Wolf Partners - is conducting the ad agency search.

All questions or inquiries regarding the advertising review, other than news media queries, should be directed to Bob Wolf Partners/TPG.

The Boeing Company is the largest aerospace company in the world and the United States' leading exporter. It is NASA's largest contractor and the largest manufacturer of commercial jetliners and military aircraft. The company's capabilities in aerospace also include rotorcraft, electronic and defense systems, missiles, rocket engines, launch vehicles, satellites, and advanced information and communication systems. The company has an extensive global reach with customers in 145 countries.

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For further information:

Anne C. Toulouse

The Boeing Company

206-544-0219

Bob Wolf

Bob Wolf Partners/TPG

310-552-2800
