Boeing Unveils Redesigned Web Site

The Boeing Company [NYSE: BA] has introduced a redesigned Web site that features an updated look and improved navigation capabilities.

The extensively revamped site includes updated graphics and animation, giving the web pages a livelier, more dynamic feel. Visitors can move from one section to another without first having to revisit the home page, making it easier to "drill down" to a specific page of information.

"The last redesign of Boeing's Web site, in 1998, received accolades for its ease-of-use and straightforward navigation," said Judith Muhlberg, vice president of communications. "This version incorporates many of the latest advances in Web design and technology, and continues the leading-edge reputation of www.boeing.com among Web users."

Updated navigation features also improve the Web site's compliance with the Americans With Disabilities Act. For example, every page that makes use of Flash is also delivered in a text-only printer-friendly format so that people with physical disabilities requiring assistive devices on their computers can still surf the Boeing Web site.

Visitors wishing to take full advantage of the site's improvements will need the Macromedia Flash plug-in on their computers. Upon calling up the site, users with the correct version of Flash will see an animated Web page, while those without it will be offered a link to a page where the correct plug-in can be downloaded and installed.

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. Chicago-based Boeing has an extensive global reach with customers in 145 countries.

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