# Scandinavian Airlines System Selects Connexion By Boeing As Mobile Connectivity Service Provider

## Flag-carrier to Pioneer Broadband Evolution in the Cabin

Scandinavian Airlines System (SAS) and Connexion by Boeing [SM] today announced the signing of a Memorandum of Understanding (MOU) that will make the flag-carrier a significant international customer for the high-speed mobile information services provider.

A prelude to a service agreement, the MOU calls for the market-leading broadband data and entertainment service to be installed on 11 SAS long-haul aircraft as part of the first step, with additional aircraft options for expansion of the service. In 2004 SAS will be one of the first airlines in the world to offer this service. Financial terms of the agreement were not disclosed.

During the announcement in Copenhagen aboard the Connexion One aircraft, Connexion by Boeing President Scott Carson applauded the agreement and its implications for SAS' passengers.

"SAS consistently has been a market leader in the introduction of passenger-focused, value-added services," said Carson. "With this agreement SAS, which services a highly IT-mature part of the world, has once again proved its commitment to offer leading-edge mobile communications."

"The Nordic countries form one of the world's most IT-intensive regions, so being able to communicate easily from the air is high on the wish list of travelers," says Jens Willumsen, responsible for Marketing & Product Management at Scandinavian Airlines. "Many customers want to work onboard, in other words, to be able to reach and be reached by the outside world. A solution is now available that makes this possible."

Connexion by Boeing provides SAS with a choice of hard-wired and wireless broadband service solutions. Working as part of a broader Boeing team, Connexion by Boeing is helping leading global airlines, such as SAS, pioneer the advent of hard-wired/wireless applications in the cabin that will provide them with enhanced operational efficiencies, as well as reduced service installation times. The SAS and Connexion by Boeing team immediately will begin working together to define the installation specifics and level of real-time services that will be offered to their airline passengers.

Representatives from SAS have actively participated in numerous Connexion Working Together meetings the past 18 months where 15 global airlines have directly contributed to the development of an intuitive, customer-focused and service-ready connectivity solution for airline passengers worldwide.

Connexion by Boeing continues to gain market momentum as it prepares for the introduction of a commercial service demonstration in January 2003. Lufthansa, British Airways and Japan Airlines also have signed on as customers for the fastest available Internet, data and entertainment service developed for the airborne environment. In addition, the Boeing business unit recently announced that several leading European regulatory bodies have lent their support for upcoming service demonstrations and advent of mobile connectivity through their granting of key frequency authorizations.

Connexion by Boeing is a mobile information services provider that is bringing high-speed Internet, data and entertainment connectivity to aircraft in flight. The service currently is available to the executive services market in the U.S., which includes operators of private and government aircraft and will begin service demonstrations with Lufthansa in January 2003, followed by the commencement of service demos with British Airways in February 2003. For additional information, visit the Connexion by Boeing web site.

The SAS Group is Scandinavia's largest listed airline and travel group, which offers air transport and related services from its base in Northern Europe. The core business is conducted by Scandinavian Airlines System, SAS, which provides services within Scandinavia, to Europe, North America and Asia. Scandinavian Airlines is a founder member of Star AllianceTM, the world's largest global airline alliance. Please visit the SAS web site for additional information. The SAS Group is also an active owner in the airlines Spanair, Braathens, Wideroe and Air Botnia, as well as the Rezidor SAS Hospitality hotel operations. The Group also includes companies, which support the airline operations such as SAS Cargo and SAS Flight Academy.

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