Connexion by Boeing Names Friedman Vice President of Marketing

Connexion by Boeing[SM], a business unit of The Boeing Company (NYSE: BA), announced that David Friedman has been named vice president of marketing for the mobile information services provider that brings high-speed Internet and intranet connectivity to travelers.

Friedman most recently was an independent consultant, and associated with The Northridge Group, where he provided strategic counsel to small to midsize companies and venture capital organizations. Previously he served as the vice president of marketing for U.S. Cellular, where he was the chief architect of marketing strategy. In that capacity Friedman had responsibility for advertising and branding, product development, e-business, distribution and customer relationship marketing.

In his new position, Friedman will be responsible for developing marketing and business strategies, promotions, collateral and market campaigns; competitor, product and market analysis, pricing strategies, strategic alliances and trade shows. He reports directly to Connexion by Boeing President Scott Carson.

"David brings proven experience to the Connexion by Boeing management team, particularly in the areas of strategy development and the marketing of consumer-facing services," said Carson. "His attitude, energy and leadership will help broaden consumer awareness of our service offering and ensure we're well-positioned in the marketplace when we begin full-scale rollout in 2004."

Friedman holds a bachelor's degree in electrical engineering from New York City College, a master's degree in electrical engineering from Columbia University and a master's of business administration with an emphasis in economics from George Washington University.

Connexion by Boeing is the market-leading initiative bringing commercial broadband data services to commercial and executive aircraft, providing passengers and crew with access to e-mail, e-commerce, the Internet, firewall-protected intranet access, news and entertainment content. The Connexion by Boeing service is currently available to the executive services market in the U.S., which includes operators of private and government aircraft. In addition to service demonstrations with Lufthansa and British Airways, both Japan Airlines and Scandinavian Airlines System (SAS) have announced their intent to install the revolutionary service on their long-range aircraft. For additional information, please visit www.boeing.com/connexion.

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