Connexion by Boeing Appoints Europe-based Communications Manager

Connexion by Boeing [SM], a business unit of The Boeing Company (NYSE: BA), today announced that Elissaveta Ivanova has been appointed communications manager for Europe. She will be based in London and will manage Connexion by Boeing's media relations and communications efforts in cooperation with Boeing's in-country communication teams and outside agencies throughout the region.

"The addition of Elissaveta to the team underscores the importance of the European market to the early success of Connexion by Boeing, particularly leading up to our consumer service launch in early 2004," said Sherry Nebel, vice president, Communications, Connexion by Boeing. "As we address these tremendous opportunities, Elissaveta's excellent skills and experience, as well as superb media and industry relationships, will add greatly to the effort."

Ivanova joined The Boeing Company's International Communications team in 2001 and has since successfully executed cross-enterprise projects to enhance perceptions of the Boeing brand in the European markets. She brings to her new role an in-depth understanding of both the aerospace and media landscape in Europe.

Prior to Boeing, Ivanova managed pan-European programs for high-technology clients at Hill & Knowlton and GCI Group in London, which she joined from the GCI San Francisco office in 2000. Her duties there included developing and implementing communications programs for Silicon Valley-based clients in the e-commerce, telecommunications and software industries.

Ivanova holds a bachelor's degree in English from Willamette University and a master's degree in international affairs from Columbia University. She speaks six languages: Bulgarian, Russian, English, French, Spanish and Italian.

Connexion by Boeing is the mobile information services provider bringing high-speed Internet, data and entertainment connectivity to mobile travelers. The service is currently available to operators of private and executive aircraft in the U.S., and the Boeing business unit recently announced definitive service agreements with Lufthansa and Scandinavian Airlines System (SAS) to equip their fleet of long-haul aircraft with the service beginning in early 2004. In addition to a successful service demonstration conducted with British Airways earlier this year, Japan Airlines and All Nippon Airways (ANA) have announced their intent to install the Connexion by Boeing service on their long-range aircraft. For additional information, visit the Connexion by Boeing web site or for service-specific information please visit connexionbyboeing.com.

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