

Singapore Airlines Selects Connexion by Boeing for In-Flight Connectivity

Singapore Airlines(SIA), a world leader in in-flight cabin services, has selected Connexion by Boeing as its provider of choice for high-speed Internet-based communications on board. The letter of intent agreement calls for the Connexion by BoeingSM mobile information service to be installed on 40 of SIA's long-haul jetliners with an undisclosed number of options for additional service installations.

Today's announcement in Singapore precedes a definitive service agreement and establishes the framework for the power of in-flight broadband communications to be made available to SIA's customers in 2004. Financial terms of the agreement were not disclosed.

"We applaud Singapore Airlines for its continued industry leadership in bringing innovative and value-added services to its passengers and we are pleased to be selected as one of their forward-looking service offerings," said Connexion by Boeing President Scott Carson. "They took a strong look at our business case and the value that connectivity could bring to passengers in the Asia-Pacific region, where technology adoption is tremendously high. In the end, the airline clearly recognized that it can further distinguish its levels of service from other airlines."

Said Singapore Airlines' Senior Vice President, Product and Services, Yap Kim Wah: "This project is part of the development of the Singapore Airlines CyberCabin . With this partnership with Connexion by Boeing, we are challenging the boundaries of in-flight connectivity to offer our customers an even wider array of entertainment options. This technology will enable our customers to tap into broadband services that will allow them to surf the Internet, send and receive emails and view up to 12 broadcast television channels."

In addition to the data services, Connexion by Boeing will provide SIA customers with real-time television. Installation of the service is expected to begin by the third quarter of 2004 and launched on commercial services shortly thereafter.

SIA plans to offer the Connexion by Boeing broadband service on all long-haul flights. SIA's in-flight entertainment system KrisWorld offers over 200 entertainment options that include 29 blockbuster movies, more than 60 hours of short features, up to 150 CD albums and 12 audio channels, over 30 games from the Nintendo Game Boy series, interactive multi-player games like mahjong, and news from around the world. As of 1 November, SIA's operating fleet includes passenger aircraft consisting of 30 Boeing 747 and 51 Boeing 777 airliners.

About Singapore Airlines

Singapore Airlines (SIA) is one of the world's leading international airlines, operating a modern fleet of 81 passenger aircraft. The route network of the SIA Group, including Singapore Airlines Cargo and SilkAir, covers 86 destinations in 36 countries.

The SIA Group has over 20 subsidiaries, covering a range of airline-related services from cargo to catering, and baggage handling to engine overhaul. SIA's growth has been founded on its dedication to be an innovative market leader, combining a quality product with excellent service. For more information, please visit the Singapore Airlines website.

About Connexion by Boeing

Connexion by Boeing, a business unit of The Boeing Company (NYSE:BA), is the mobile information services provider bringing broadband Internet, data and entertainment connectivity to mobile travelers. The Boeing business unit recently announced a high-speed connectivity solution for the business aviation market, and also announced definitive service agreements with Lufthansa and Scandinavian Airlines System (SAS) to equip their fleets of long-haul aircraft with the service beginning in early 2004. In addition, British Airways has completed a successful service demonstration, and both Japan Airlines and All-Nippon Airways have announced their intent to install the Connexion by Boeing service on its long-range aircraft. For service-specific information please visit the Connexion by Boeing portal or, for general information, the Connexion by Boeing Web site.

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