Kingdom Holding Company Selects Connexion by Boeing for In-flight Connectivity

Kingdom Holding Company (KHC) today announced that it has selected Connexion by Boeing, a business unit of Boeing (NYSE:BA, as its provider of connectivity and direct broadcast television (DBS)services in flight.

The agreement calls for the initial installation of the Connexion by Boeing ^{SM} mobile information service to be on KHC's 747 aircraft in 2004 during modification completion at Associated Air Center, for service beginning in early 2005. While financial and option terms were not disclosed, the agreement positions KHC as the first privately-owned aircraft to be equipped with the Connexion by Boeing next-generation antenna in the Middle East region.

"This agreement with Kingdom Holding is another boost of confidence in the added value that broadband connectivity can bring to both private and commercial aircraft operators," said Connexion by Boeing President Scott Carson. "While high-bandwidth communication capabilities can significantly enhance the commercial passenger experience, there are considerable maintenance, communication and productivity aspects that are beneficial for private aircraft operators. Kingdom Holding recognizes that value and we are very pleased to have them as a customer."

Passengers aboard an aircraft equipped with the Connexion by Boeing service are effectively able to extend their lifestyle or office management capabilities to 35,000 feet. Service users can access regional live television from compatible satellites providing DBS services or use the high-speed, high-bandwidth connectivity to access the Internet and firewall-protected corporate intranets, send outgoing emails or open large attachments from incoming emails; manage their personal or work-related assets, receive news, weather or destination information; and view web-based entertainment content.

About Connexion by Boeing
Connexion by Boeing 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 definitive service agreements with Lufthansa, Scandinavian Airlines System and Japan Airlines to equip their long-haul aircraft with the service beginning in early 2004. In addition, both All-Nippon Airways and Singapore Airlines have announced their intent to install the Connexion by Boeing service on their long-range aircraft. For service-specific information visit www.connexionbyboeing.com or for general information www.boeing.com/connexion.

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