# Boeing Capabilities on Display at Asian Aerospace 2004

The Boeing Company [NYSE: BA], the leading aerospace company in the world, will field a broad and significant presence with people and products and services at the Asian Aerospace 2004 show in Singapore. This year's event will be held Feb. 24 -29, 2004.

The Boeing exhibit, located in Hall A, will display products and services from the Boeing Commercial Airplanes and Integrated Defense Systems (IDS) business units, including an F-15 flight simulator and a portable version of the Boeing Integration Center. The Boeing Integration Center is a high-tech simulation and visualization theater where people can step into an operational environment and experience a network-enabled battlespace.

Boeing products scheduled to perform in the daily aerial flying program include the F-15E Strike Eagle and the AH-64D Apache Longbow. Additionally, Boeing will have two F-15Es on static display. Under agreement with ShareJet, a premier business aviation company, based in Guam, Boeing will also have a Boeing Business Jet on static display.

During the show, Boeing Commercial Airplanes will spotlight its new longer range 777s, including the 777-300ER; the 7E7 Dreamliner, which is now being offered to the worlds' airlines; and, the "Queen of the Skies," 747-400 family, including the recently launched 747-400 Special Freighter modification program.

Boeing will also be represented by its Air Traffic Management (ATM) organization. This business unit was formed in November 2000, a move which concentrated the company's efforts to develop an air traffic management system to handle the multiplying long-term demand for air travel.

Boeing ATM is working with stakeholders around the world to achieve a vastly improved air traffic system using major technology advances in communication, navigation and surveillance. These will lead to substantial system capacity increases as well as safer, more secure and efficient air transportation with reduced noise and emissions contributing to economic benefits.

Connexion by Boeing, the exciting and growing business unit, is preparing for full-scale launch of its high-speed connectivity service to airlines and passengers in early 2004, and will provide an update on its plans during the show.

In addition to expanding its core service availability beyond the executive transport and private aircraft market, including commercial aircraft, Connexion by Boeing has also announced its intent to enter the maritime market.

Boeing has scheduled numerous media and industry briefings throughout the week at the Asian Aerospace site. Media are advised to check the briefing schedule daily at the Media Center and at the Boeing Chalet and the Boeing Exhibit for breaking news announcements and changes to the following preliminary daily schedule (all times local in Singapore):

**Tuesday, Feb. 24**

**10:30 a.m. - 11:30 a.m.**
**Bravo Suite**

**Boeing Commercial Airplanes (BCA) Media Briefing**

**Title:** The Keys to Aviation Leadership/7E7 Dreamliner Update

While the Boeing 777, 747-400 and the 7E7 Dreamliner are important tools to enable a successful airline business, leadership is a much more complex objective. Aviation leadership is the result of deep market understanding, responsible and decisive action in challenging times, excellence in planning and mutual strength through solid business relationships. Boeing has a long history of working with airlines to reach these goals for the mutual good of all involved.

The new Boeing 7E7 Dreamliner is one of the most exciting innovations in aviation in many years. The drivers of this new airplane are passenger - with their desires for the most direct flights possible - and airlines, who are under increasing economic pressures and must satisfy the flying public. Boeing will provide the current status of the program and discuss its promise in the marketplace.

**Presenters:**
- Larry Dickenson, Senior Vice President - Sales, Boeing Commercial Airplanes
- Tom Waggener, Director of Marketing, 7E7 Program, Boeing Commercial Airplanes

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| **3:00 p.m. - 4:00 p.m.** | **Boeing Integrated Defense Systems**<br>**Title:** The Boeing F-15E Strike Eagle<br>This presentation will describe the unmatched characteristics of the F-15E Strike Eagle, the most capable multi-role fighter in the world. The aircraft being offered to Singapore is in a class by itself and fits the description of a high-end component of any air force. Those nations that wish to have the very best combat aircraft choose the F-15.<br>**Presenter**:<br>- Tom Lillis, Business Development Regional Director, Asia-Pacific |
| **Bravo Suite** | |

**Wednesday, Feb. 25**

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| **3:00 p.m. - 4:00 p.m.** | **Connexion by Boeing Briefing**<br>This presentation will provide an update on airline customers, passenger benefits and the overall status of the Connexion by Boeing business as it prepares for entry into the commercial market serving airlines and their passengers. |
| **Bravo Suite** | **Presenter:**<br>- David Friedman, Vice President, Marketing |

**Thursday, Feb. 26**

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| **10:30 a.m. - 11:30 a.m.** | **Boeing Commercial Airplanes Media Briefing**<br>**Title:** Boeing Aircraft Trading Overview/747-400 Special Freighter Overview<br>Boeing Aircraft Trading is the world's leader in previously-operated aircraft. Established to serve operators who require immediate lift and those not presently in a position to purchase brand new equipment, Boeing Aircraft Trading has been providing creative solutions to its customers for almost seven years. This briefing will provide insight into how Boeing Aircraft Trading works to provide customers with fleet planning and unique value-added services and information concerning current offerings.<br>Boeing recently launched the 747-400 Special Freighter with an order from Cathay Pacific Airways. For the conversion from passenger to freighter configuration, a 747-400 receives a side cargo door, and incorporates an advanced cargo handling system while providing commonality to today's 747-400 factory produced freighters.<br>**Presenters:**<br>- Dinesh Keskar, President - Boeing Aircraft Trading, Boeing Commercial Airplanes<br>- Marty Bentrott, Vice President, Services Sales & Marketing, Commercial Aviation Services, Boeing Commercial Airplanes |
| **Bravo Suite** | |

Since 1916, The Boeing Company has made machines that fly - carrying people and their goods the world over, defending the peace, and helping in the exploration of space. In the process, Boeing has become one of the nation's largest companies, and the world leader in designing and building commercial jet airplanes.

Today, the long-range mission of The Boeing Company is to remain the No. 1 aerospace company in the world and among the premier industrial concerns in terms of quality, profitability and growth. To achieve that goal, the company is guided by its long-term vision: People working together as one global company for aerospace leadership.

The Boeing Company is proud of its long-standing partnerships in Asia. For more than 82 years, Boeing has worked closely with regional airlines, aerospace suppliers, governments and businesses to nurture air travel and development in the aerospace industry in Asia Pacific. Boeing is firmly committed to making these partnerships continue long into the future.

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