Boeing "Three-peats" as No. 1 on Collegiate Survey

Engineering and science students rank Boeing "ideal employer"

Boeing makes largest leap in popularity among all undergrad

New book also names Boeing as having "The Best Entry-Level Jobs"

For the third year in a row, Boeing [NYSE: BA] has been named No. 1 by engineering and science college students, according to the 2004 Universum Undergraduate Survey.

The Universum study, produced annually since 1999, surveyed more than 14,000 undergraduate students at 88 leading universities across the country. In a repeat of the survey's 2002 and 2003 results, engineering and science students named Boeing their "ideal employer."

"We're very proud that engineering and science college students throughout the United States recognize Boeing as a great place to work," said Rich Smoski, vice president of Enterprise Workforce Management, Boeing Shared Services Group. "The Boeing Company offers diverse programs and career opportunities for people interested in doing amazing things that make the world a better place."

Boeing also made the biggest leap in popularity among all US undergraduates, moving from No. 27 to No. 7 in the survey's overall ranking of employers.

Separately, Boeing was named one of the nation's best companies or organizations for college grads to launch their careers, according to a new book titled, "Best Entry-Level Jobs," published by The Princeton Review. The New York-based education services company recommends Boeing as one of 66 great places to work in the book, co-authored by Ron Lieber and Tom Meltzer.

"Boeing aspires to be a global employer of choice, providing meaningful work and challenging opportunities to all employees," Smoski said. "People truly are our strength and competitive advantage."

Following Boeing in Universum's "ideal employer" top-10 list for engineering and science students were: BMW, Lockheed Martin, Pfizer, Walt Disney, General Electric, 3M, Johnson & Johnson, Abbott Laboratories and Microsoft.

"The economy has turned but the graduating class of 2004 still approached their job search with realistic expectations," said Claudia Tattanelli, Universum Communications' chief executive. "They understand that they have to work hard and prepare extensively."

Tattanelli added that 40 percent of the survey's participants said they were seriously considering continuing their education. Boeing offers the Learning Together Program, one of the world's most generous corporate tuition-reimbursement programs, to encourage and support continuous development of employees and to promote lifelong learning.

About Universum Communications:

Universum Communications is the leading international research and management consulting company focusing on the career expectations of today's students and young professionals. The Philadelphia-based company's three main areas of activity are research, advisory services and media. During the past 14 years, Universum's research department has closely monitored international human resource trends relating to attracting, recruiting and retaining top talent, conducting surveys at more than 300 leading universities worldwide, with more than 55,000 students participating each year.

About Boeing and Boeing Shared Services Group:

The Boeing Company, with headquarters in Chicago, is the leading aerospace company in the world. The company has an extensive global reach with customers in 145 countries, approximately 157,000 employees in more than 70 countries, and operations in 38 U.S. states as well as Canada and Australia.

Boeing Shared Services Group provides common, cost-effective and innovative services to all Boeing business units and operations worldwide, including recruiting, staffing and other employee services. With headquarters in Bellevue, Wash., Shared Services' 16,000 employees strive to provide the best value in company-wide services at the lowest cost, playing a key role in the Boeing strategy of running healthy core businesses. Since 1998, Shared Services has saved Boeing more than $1.4 billion while maintaining an equal emphasis on enhancing the internal, customer experience and delivering world-class services. Employment, intern and graduate information is available with featured job opportunities here.

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