Asiana Airlines Selects Connexion by Boeing for In-Flight Connectivity

Asiana Airlines, one of the newest members of the Star Alliance, has selected Connexion by Boeing as its provider of high-speed Internet-based communications onboard its long-haul fleet. The letter of intent agreement calls for the first installation of the Connexion by Boeing^{SM} mobile connectivity service to commence in production on Asiana's 777-200ER airplane targeted for delivery in July 2005, with service starting shortly after that. Financial terms of the agreement were not disclosed.

Asiana Airlines, which recently celebrated its 16th anniversary and first anniversary with the Star Alliance, services one of the world's most technologically advanced populations. South Korea has the world's strongest acceptance rates for broadband access per household, with 75 percent of homes having either DSL or cable connectivity.

"We are extremely pleased that Asiana is demonstrating its strong commitment to passenger service by choosing Connexion by Boeing," said Scott Carson, Connexion by Boeing president. "This service is especially fitting for Asiana's passengers, as South Korea has the highest broadband penetration rate in the world. The high-speed connectivity that Asiana passengers experience in their homes and offices now will be available to them at 37,000 feet," Carson said. "Connexion by Boeing truly adds value for Asiana's passengers, and also for the airline through enhanced operational efficiencies."

"Choosing Connexion by Boeing to address the in-flight communication needs of our passengers very much aligns with our goal to become recognized by our customers as the best airline in the world," said Byung-Wui, Ghil, executive vice president of purchasing for Asiana Airlines. "Our passengers are used to surfing the Internet and sending and receiving e-mail messages while on the ground. With Connexion, this innovative, new high-speed service will provide additional choices that our passengers now demand while in-flight."

Representatives from Asiana and Connexion by Boeing are now working to define the levels of service that will be offered to the airline's passengers, as well as a schedule for the installation of the service on the airline's aircraft. Asiana also is determining the initial passenger routes for the service, which are likely to include flights between Korea and the United States; Korea and Europe; and intra-Asian routes, including mainland China and Japan.

About Asiana Airlines

Asiana Airlines, just having celebrated its 16th anniversary, is fast becoming a world leader with innovative passenger and cargo services to 63 destinations worldwide. As a Star Alliance member, Asiana offers the best in services, quality and safety.

About Connexion by Boeing

Connexion by Boeing, recipient of the 2003 World Travel Award for World's Leading High-Speed In-flight Internet Services Provider, brings high-speed Internet, data and entertainment connectivity to travelers via a broadband connection to the aircraft. Connexion by Boeing has definitive agreements with Lufthansa, Scandinavian Airlines System, Japan Airlines, ANA and Kingdom Holding Co. to equip their long-haul aircraft with the service. In addition, Singapore Airlines, China Airlines and Korean Air have announced their intent to install the Connexion by Boeing system on their long-range aircraft. Connexion by Boeing also offers a high-speed connectivity solution for the business aviation and maritime markets.

Forward-Looking Information is subject to Risk and UncertaintySome of the statements in this news release constitute "forward-looking statements" that do not directly or exclusively relate to historical facts. These forward-looking statements reflect our intentions, plans, expectations, assumptions and beliefs about future events and are subject to risks, uncertainties and other factors, many of which are outside our control. Important factors that could cause actual results to differ materially from the expectations expressed or implied in the forward-looking statements include known and unknown risks. Because actual results could differ materially from our intentions, plans, expectations, assumptions and beliefs about the future, you are urged to view all forward-looking statements contained in this news release with caution.
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For further information:
Media Relations
Communications (Seattle)
Connexion by Boeing
1-206-655-5291
Sang-Woo Noh
(Seoul)
Asiana
82-2-2669-3883
Maggie Kymn
Communications (Seoul)