

## **Boeing Exhibits the Future at the 5th China International Aviation & Aerospace Exhibition**

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The Boeing Company (NYSE: BA) will have a strong presence at the 5th China International Aviation & Aerospace Exhibition held in Zhuhai, Nov. 1-7. During the biennial event, Boeing will demonstrate the products that will shape the future of the commercial aviation market, including its 7E7 Dreamliner. Boeing will also celebrate its strong, mutually beneficial relationship with China with a special panel that highlights key events from their 32-year history.

The 7E7, the ideal airplane to provide more frequent point-to-point nonstop flights, is the nucleus of the Boeing exhibit. In addition, Boeing will feature the industry's most complete commercial airplane product line, from the best-selling single-aisle airplane, the 737, to the long-range 777 and 747 families -- the world's most technologically advanced airplanes -- in a series of graphic panels, plasma screens and models.

Boeing Commercial Aviation Services will be a key element, showing the comprehensive capabilities, solutions, and unmatched customer support that are of utmost importance to airlines around the world. On November 1, in the Air Show's media center, Boeing Commercial Airplanes Director of Product and Service Marketing Randy Tinseth, and David Wang, president of Boeing China, will brief media about China's market requirements, Boeing's market strategy, the 7E7 and other Boeing technological innovations, and Boeing's presence in China.

"The China aviation market is very promising, with the expected annual air traffic growth rate of 7.3 percent, the highest of any region in the world, we expect the demand for airplanes to be particularly high," said Wang. "As a key partner in Chinese aviation for more than 30 years, Boeing's commitment to China reflects our intention to maintain and grow our partnership -- providing superior value through the most complete line of high-technology aviation products and services." Tinseth added, "Passengers will demand more nonstop, point-to-point flights and increased frequency choices. Our strategy is to develop new products and technologies for these future needs."

#### **Boeing Media Briefing**

Date: Monday November 1, 2004

Time: 10:30-12:30

Venue: Room 1022 (Main Media Briefing Room), Media Center, The 5th China International Aviation & Aerospace Exhibition site

#### **Boeing Exhibit**

1D1/1, Hall 1

The 5th China International Aviation & Aerospace Exhibition site

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