

## Singapore Airlines and Connexion by Boeing Finalize Plans for High-Speed, In-Flight Connectivity

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Singapore Airlines First in the World to Bring Live International TV to the Skies

Singapore Airlines (SIA) and Connexion by Boeing<sup>SM</sup>, a business unit of The Boeing Company (NYSE:BA), today announced the signing of a definitive service agreement for the installation of high-speed, in-flight Internet service on the carrier's long-haul fleet.

This agreement positions SIA, the world's leading commercial airline, as one of the first carriers to offer real-time broadband service for its passengers. SIA will achieve another world's first in 2005 when it brings live international TV on board, beamed through Connexion by Boeing<sup>SM</sup> to the passengers' laptops.

Passengers using the Connexion by Boeing service aboard equipped SIA aircraft will be able to connect real-time to their corporate virtual private networks, send and receive emails and surf the Internet while in the air. Passengers will also be introduced to a whole new era of in-flight entertainment when live international TV is made available in mid-2005. The exciting channel lineup will initially include four international news channels, with sports content to be added at a later date.

SIA plans to initially offer the Connexion by Boeing service on its Singapore-London route in the first quarter of next year and eventually expand the capability to selected flights worldwide.

"This strategic move by Singapore Airlines helps ensure that its passengers will be at the forefront of the in-flight connectivity revolution," said Connexion by Boeing President Scott Carson. "We commend Singapore Airlines for its leadership in the development of its CyberCabin<sup>TM</sup> concept and providing passengers with additional choices for how to spend their time in flight. We look forward to working together with them to add an exciting new element to their in-cabin passenger services."

"The possibilities for our customers are truly endless. Passengers can choose to work, play or surf the Internet on-board and watch live TV from the comfort of their seats. And this is over and above the over 400 entertainment options that we already feature on our flights," said Singapore Airlines' Senior Vice-President, Product and Services, Yap Kim Wah, "Our partnership with Connexion by Boeing is an excellent example of how we embrace technology to bring more lifestyle choices to our valued customers."

Connexion by Boeing, which sets service pricing, has established a competitive set of options that provide value and choice for SIA passengers and others who wish to stay in touch with people and things important to them. The two initial pricing plans<sup>1</sup>, which will vary depending on flight length, are as follows:

- Flat-Rate Pricing Option: (Unlimited access to the Internet) US\$29.95 for long-haul flights (more than six hours); US\$19.95 for medium-haul flights (between three and six hours); and US\$14.95 for flights less than three hours.
- Metered Pricing Option: For flights less than 3 hours: 30-minutes starter package for US\$7.95 with rates of US\$0.25 per minute thereafter. For flights more than 3 hours: 30-minutes starter package for US\$9.95 with rates of US\$0.25 per minute thereafter.

<sup>1</sup>These are prices charged by Connexion by Boeing. A minimal administrative charge may be levied by the Associate Service Providers.

In addition, Connexion by Boeing is establishing associate service provider agreements with leading mobile service providers worldwide, including SingTel and StarHub in Singapore.

Mr. Yap added, "We are delighted to have the endorsement of Singtel and Starhub, which will make wireless surfing as convenient in the air as it is on the ground."

The partnership with the telecoms will enable airline passengers to use their existing wireless services user identifications and passwords to access the mobile Internet service in-flight. Passengers choosing to do so will receive their in-flight Internet access billing as an add-on to their existing wireless bill.

### About Singapore Airlines

When Singapore Airlines (SIA) was formed in 1972, it operated a modest fleet of 10 aircraft to just 22 cities in 18 countries, most of which were in Asia. With a commitment to fleet modernization, product and service innovation and market leadership, the airline quickly distinguished itself as a world-class carrier. Today SIA is internationally recognized as the world's leading airline and operates a modern passenger fleet of 89 aircraft. Its network, including Singapore Airlines Cargo and SilkAir destinations, covers 91 cities in 38 countries. In 2006,

SIA will mark another milestone as the first carrier to take delivery of and operate the world's first double-decker aircraft, the Airbus A380. For more information, please visit [www.singaporeair.com](http://www.singaporeair.com).

#### **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 Singapore Airlines, Lufthansa, SAS (Scandinavian Airlines), Japan Airlines, ANA, China Airlines and Kingdom Holding Co. to equip their long-haul aircraft with the service. In addition, Korean Air and Asiana 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. For more information, please visit [connexionbyboeing.com](http://connexionbyboeing.com).

#### **Forward-Looking Information is subject to Risk and Uncertainty**

Some 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, therefore, subject to risks, uncertainties and other factors and conditions, many of which are outside our control. These important factors and conditions could cause actual results to differ materially from the expectations expressed or implied in the forward-looking statements including 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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