

## **Connexion by Boeing Marks One-Year In-Service Anniversary with Evolution that will Keep Passengers Connected to Global News and Information**

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NBC Universal, EuroNews, Eurosport and BBC World Team with Leading In-flight Internet Service Provider to Bring Satellite Television to Passenger Laptops

Connexion by Boeing, a business unit of The Boeing Company (NYSE: BA) today celebrated its one-year in-service anniversary by moving beyond the Internet in announcing the next level in its evolution. Beginning this summer four channels of television will be delivered directly to Connexion by Boeing customers aboard select flights offered by Singapore Airlines. Accessible by passengers' laptops, the global availability of satellite television content marks yet another "first" for Connexion by Boeing.

In making today's announcement, Connexion by Boeing President Laurette Koellner applauded the introduction of in-flight television and the benefits to air travelers.

"Our agreements with these leading media organizations provide quality television programming for airline passengers, allowing them to receive the latest business and sports news directly on their laptop computer," said Koellner. "Being a well-informed traveler is essential for successfully conducting business today. Our Connexion by Boeing service, which now features television content, addresses that need, while providing additional options for passengers who want new entertainment choices in flight."

The television lineup, which will be distributed across the Connexion by Boeing global network, will consist of the following:

- **BBC World** - BBC World is the BBC's commercially funded international news and information television channel, broadcasting globally in English 24-hours-a-day to 258 million homes. Along with hourly news programs offering unmatched, impartial, in-depth analysis of breaking news and events of global importance, BBC World also broadcasts the best of the BBC's documentary, factual and lifestyle series.
- **EuroNews** - EuroNews broadcasts 24-hours-a-day providing live breaking news as it happens, with constantly updated bulletins containing in-depth coverage of the day's top news, sport, business and European affairs, together with a comprehensive weather forecast and face-to-face interviews with top world leaders.
- **Eurosportnews** - Eurosportnews, the sports news channel of the Eurosport Group, the leading pan-European sports channel, provides 24-hour service and keeps viewers informed on sports news from around the globe. The channel delivers video highlights, breaking headlines, real-time scores and news bulletins every 15 minutes, allowing sports fans to find up-to-date news from all the major sporting events.
- **CNBC and MSNBC** - NBC Universal Cable is making available globally either CNBC, CNBC Europe or CNBC Asia, depending on flight origination and MSNBC programming, which will be available within the United States. NBC Universal Cable, is a division of NBC Universal, one of the world's preeminent media and entertainment companies. CNBC is the recognized global leader in business news, providing real-time financial market coverage and business information to more than 175 million homes worldwide throughout the business day. MSNBC, a partnership between NBC Universal and Microsoft, delivers breaking news and in-depth coverage.

Connexion by Boeing television initially will be available on Singapore Airlines flights and service availability will be expanded later this year to include other airlines that are offering the award-winning high-speed mobile Internet service. Connexion by Boeing also is working with its airline customers and in-flight entertainment service providers to deliver television content to the seatback.

Singapore Airlines Senior Vice-President, Products and Services Yap Kim Wah offered a unique airline perspective regarding the innovative new service and what it means to airline passengers.

"Following our introduction of wireless Internet connectivity, we are proud to be the first airline in the world to beam live TV content to our passengers on a global basis. With live TV, our customers can look forward to up-to-the-minute business and sports highlights while flying 35,000 feet in the air. Now they can decide between watching the latest blockbuster from our selection of 60 in-flight movies or the fifth set of a nail-biting Wimbledon final, just like they would at home."

Singapore Airlines is one of the first airlines in the world to offer Connexion by Boeing's high-speed in-flight Internet connectivity. The airline now offers the service on select long-haul flights including Singapore-London and is introducing it to other routes progressively.

## **About Connexion by Boeing**

Connexion by Boeing is, for the second year running, the recipient of the World Travel Award for World's Leading High-Speed In-flight Internet Services Provider and was recently named one of the wireless companies to watch in 2005 by IDC wireless services analysts. Through a broadband connection to an equipped aircraft, high-speed Internet, data and entertainment connectivity is delivered directly to travelers in flight. The Connexion by Boeing service is available today on flights offered by Lufthansa, SAS, Japan Airlines, ANA and Singapore Airlines. In addition, China Airlines, Korean Air, Asiana and El Al Israeli Airlines 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.

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