Global Travelers: In-Flight Internet Is "Must-Have" Amenity; Service Is Changing the Way People Travel

Survey shows passengers prefer airlines that offer Connexion by Boeing high-speed, real-time Internet service

Global air travelers prefer airlines that offer in-flight Internet connectivity and even adjust their travel plans and choice of airline to be on Internet-connected flights, according to a survey released today by Connexion by Boeing , a business unit of The Boeing Company [NYSE:BA].

The Connexion by Boeing® service, which launched commercially in May 2004, is currently offered on more than 180 routes daily worldwide and is the only in-flight, high-speed Internet, data and entertainment service available today. In an effort to track service trends, Connexion by Boeing teamed with Burke Research to conduct a global biannual study on customer satisfaction and loyalty.

"We value input from our customers and use this feedback to ensure we continually improve and evolve the Connexion by Boeing service," said Laurette Koellner, president of Connexion by Boeing. "The recent research findings confirm that we're on target to provide passengers with the best in-flight connectivity experience possible, and to provide airlines with new ways to differentiate their brand and retain and attract new customers."

The most recent study, which focuses on the second half of 2005 and includes responses from nearly 3,200 participants* worldwide, shows that in-flight Internet is changing traveler behavior:

- 83 percent of those surveyed said that the availability of the Connexion by Boeing service will have an impact on future travel plans and their choice of airline carrier;
- 94 percent said they plan to use the service again on a future flight;
- 92 percent said they would recommend the service to others;
- 84 percent said the service is of good or fair value relative to the price they paid;
- 78 percent said that the service's speed met or exceeded their expectations;
- When asked to name the key benefits of the Connexion by Boeing service, respondents called out the ability to be productive (44 percent), stay in touch (25 percent) and access e-mail (22 percent);
- 93 percent reported they were satisfied with the Connexion by Boeing service overall.

These results underscore Connexion by Boeing's ongoing commitment to provide customers with new opportunities and ways to use the service, such as the recent launch of four channels of live global television service and new, simplified pricing options, which offer users more flexibility.

The survey also asked respondents about the kinds of activities done while connected with the Connexion by Boeing service:

- 90 percent of respondents said they accessed their work e-mail, most of whom using a virtual private (corporate) network;
- 76 percent accessed their personal e-mail;
- 69 percent said they browsed the Internet;
- 41 percent engaged their friends and family via instant messaging or live chat applications.

One recent example of a new way to use in-flight Internet was the first transcontinental flight where mobile video gamers held real-time, competitive matches in the air using the Connexion by Boeing network .

"Connexion by Boeing delivers a valuable choice to airline passengers," Koellner said. "Travelers who have used the service appreciate the flexibility it provides for staying connected to what matters most or being entertained, even at 35,000 feet."

About Connexion by Boeing

Connexion by Boeing is, for the third year running, the recipient of the World Travel Award for World's Leading High-Speed In-flight Internet Services Provider. In 2005 IDC wireless services analysts named Connexion by Boeing as one of the wireless companies to watch. Connexion by Boeing also is the recipient of Network Magazine's Innovation Awards 2005 honor for "Product Breakthrough." Through a broadband connection to an equipped airplane, high-speed Internet, data and entertainment connectivity is delivered directly to travelers in flight, with prices starting at US$9.95. The Connexion by Boeing service is available today on flights offered by Lufthansa, SAS, Japan Airlines, ANA, Singapore Airlines, China Airlines, Korean Air, Asiana Airlines, El Al Israel Airlines, and Etihad Airways. Austrian Airlines and Air China have announced their intent to offer the Connexion by Boeing service on their long-range airplanes in the near future. Connexion by Boeing also offers a high-speed connectivity solution for the business aviation and maritime markets. For additional information please visit www.connexionbyboeing.com.

* Note: On average, survey participants have flown 23 round trips within the past year and typically travel for business reasons

(85 percent of those surveyed).

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