

Boeing 787 Premiere to Feature Award-Winning Broadcaster Tom Brokaw

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Rollout of the revolutionary 787 is one month away

Boeing [NYSE: BA] today announced that distinguished U.S. journalist and best-selling author Tom Brokaw will emcee the Premiere of the new 787 Dreamliner on July 8, 2007 (07-08-07) at 3:30 p.m. Pacific Daylight Time.

One month from today, Boeing will broadcast the Premiere in nine different languages to viewers across the globe using direct-to-satellite and Webcast technologies. The 787 Premiere potentially will reach 100 million or more viewers, making it one of the largest corporate TV broadcasts in history.

As an award-winning journalist, Brokaw brings 45 years of broadcast experience to the Premiere, including 21 years as television anchor and managing editor of "NBC Nightly News." Brokaw's illustrious career includes live coverage of worldwide events such as the dismantling of the Berlin Wall and the first American TV interview with Mikhail Gorbachev in the Kremlin in 1987.

Brokaw will share the stage with several speakers, including Boeing Chairman, President and CEO Jim McNerney, Boeing Commercial Airplanes President and CEO Scott Carson, and 787 Program Vice President and General Manager Mike Bair. About 15,000 people are expected to attend the Premiere in person at the Everett, Wash., final assembly factory. Up to 30,000 more will be participating via two-way satellite into the event in Everett from Japan, Italy and locations in the United States. As many as 80 other locations around the globe involving 787 customers, partners and many Boeing employees are choosing to download the event live or watch it pre-recorded and host their own viewing event.

The Boeing 787 Dreamliner, the world's first mostly composite commercial airplane, will use 20 percent less fuel per passenger than similarly sized airplanes, produce fewer carbon emissions, and will have quieter takeoffs and landings. The first airplane in this revolutionary and environmentally progressive passenger jetliner family is in the final stages of assembly. The first 787 is scheduled to enter passenger service in May 2008.

To date, 45 customers worldwide have ordered 584 airplanes worth more than \$90 billion at current list prices, making the Dreamliner the most successful commercial airplane launch in history.

To obtain a high-resolution photo of Tom Brokaw, please refer to one of the contacts listed below.

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