Boeing Appoints Fakher Daghestani as Middle East Communications Director

DUBAI, United Arab Emirates, Sept. 22, 2008-- Boeing [NYSA: BA] has appointed Fakher Daghestani as its director of corporate communications for the Middle East, with responsibility for developing the company's communications strategies and engaging with key stakeholders across the region.

For the past eight years Fakher was senior regional operations director with ASDA'A, the Middle East's largest PR agency. Prior to that he worked at Intermarkets Public Relations and also spent time as a journalist with Al Khaleej and Sharjah Television in the UAE. He holds a Bachelor of Arts in English literature from the College of Arts and Human Sciences, in Homs, Syria.

"The Middle East contains critical markets for us and communications plays a key role in furthering positive relationships and brand presence," said Paul Kinscherff, president of Boeing Middle East. "We are very pleased to add Fakher's 18 years of local experience with numerous premier companies to benefit Boeing and its constituencies."

Ahmed Jazzar, president of Boeing Saudi Arabia, added: "Boeing has decades of presence and experience in Saudi Arabia and the Middle East. We look forward to Fakher's communications leadership as we sustain and deepen our long-term relationships and effectively communicate Boeing to the region."

Fakher will be based at the Boeing Middle East office in the Dubai Airport Free Zone.

Boeing is the world's leading aerospace company and the largest manufacturer of commercial jetliners and military aircraft combined. Additionally, Boeing designs and manufactures rotorcraft, electronic and defense systems, missiles, satellites, launch vehicles and advanced information and communication systems. As a major service provider to NASA, Boeing operates the Space Shuttle and International Space Station. The company also provides numerous military and commercial airline support services.

Boeing has customers in more than 90 countries around the world and is one of the largest U.S. exporters in terms of sales. Headquartered in Chicago, Boeing employs more than 160,000 people across the United States and in 70 countries. Total company revenues for 2007 were $66.4 billion.

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