Boeing Demonstrates Commitment to Dynamic Market at Asian Aerospace 2009

HONG KONG, Sept. 2, 2009 -- Boeing [NYSE: BA], the world's largest aerospace company, will present several key elements at Asian Aerospace 2009. Boeing will spotlight its commercial airplane family, with several of its Commercial Airplanes business unit experts speaking at the conference sessions and will conduct a pair of media briefings focusing on the current market as well as Boeing products and services. Asian Aerospace takes place Sept. 8-10, at AsiaWorld-Expo in Hong Kong.

The Boeing exhibit will feature a number of the company's passenger airplane and freighter models, with informative interactive kiosks and photo displays. A number of Boeing executives and market experts will be on hand to discuss Boeing's products, market presence and current market environment, as well as the company's market outlook for the future.

"Asian Aerospace provides a great opportunity for Asia, with its dynamic market, to be a key industry driver as we emerge from the recession," said Rob Laird, vice president of Sales for China, East and Southeast Asia, Boeing Commercial Airplanes. "This event provides an opportunity to demonstrate our strong commitment to our Asian customers, partners and suppliers, and feature the benefits and value that our products and services deliver to customers, passengers and the environment."

With Asian Aerospace's focus on commercial aviation, Boeing Commercial Airplanes will take center stage. Rob Laird will reflect on Asia's role in the global aerospace and aviation industry in a presentation during the "Future Watch: Aerospace & Air Transport Trends" session. In addition, Pat Gaines, vice president -- Customer Support, Asia Pacific, will discuss "MRO supply and demand in China." Both presentations are part of the Asian Aerospace Congress.

Emphasizing the training support that Boeing provides to airline customers, Sherry Carbary, vice president, Training & Flight Services, will deliver the keynote address for the Asia Pacific Airline Training Symposium on Sept. 8, with a discussion on what the industry can do together to reduce costs and increase operating efficiencies.

Vice President, Marketing, Randy Tinseth and Regional Marketing Director, Jim Edgar will provide a commercial airplane and air cargo market update for media, with a focus on the Asia Pacific region. The press briefing will provide the company's most current information concerning aviation and air cargo markets, as well as Boeing's projections for the next 20 years.

Carbary will lead a media briefing to discuss the customer-focused approach of Boeing Training & Flight Services to the market and how the organization's expanded scope of services is reflected in the organization's change in branding identity from Alteon.

Both media conferences will be held Sept. 9, in conference room 105 at AsiaWorld-Expo. Tinseth and Edgar will speak at 11 a.m. and Carbary will speak at 3 p.m.

Boeing also will participate at a number of conferences during the show. The full list of Boeing Commercial Airplanes speakers is noted below:

(Note: All times listed below are local to Hong Kong)

Tuesday, Sept. 8

11 a.m. Keynote Speech – APATS
Sherry Carbary, vice president, Training & Flight Services, delivers the keynote address at the Asia Pacific Airline Training Symposium (APATS) theatre in the Simulation & Training pavilion in Hall 7.

12:10 p.m. Boeing presentation – Asian Aerospace 2009 Congress
Rob Laird, vice president – China, East and Southeast Asia Sales, will provide a presentation entitled, "Asia's role in driving the global aerospace / aviation industry" during the "Future Watch: Aerospace & Air Transport Trends" session on the main stage in Hall 11.

4:30 p.m. Boeing presentation – APATS
Al Thompson, chief pilot, Flight Training Simulators, and Ray Heiniger, Asia Pacific Training, will present "The Training & Flight Services Multi-crew Pilot License Approach" at the APATS theatre in the Simulation & Training pavilion in Hall 7

Wednesday, Sept. 9

1 p.m. Boeing presentation – Aircraft Interiors Expo Asia
Kenneth Price, regional director – Passenger Satisfaction & Revenue, will present "The future for cabin segmentation" at the seminar theatre in Hall 9.

2:25 p.m. Boeing presentation – Asian Aerospace 2009 Congress
Tom Hoang, regional director -- Cargo Marketing & Environment Strategy will speak about "The commercial viability of

alternative fuels" during the "Green technologies – working to improve fuel burn, reduce noise and emissions" session on the main stage in Hall 11.

3:30 p.m. Boeing presentation – Aircraft Interiors Expo Asia
Kenneth Price, regional director – Passenger Satisfaction & Revenue, will participate in a panel discussion entitled "Innovation case study: The new Boeing Sky Interior philosophy for the 787" at the seminar theatre in Hall 9.

Thursday, Sept. 10

2:20 p.m. Boeing presentation – Asian Aerospace 2009 Congress
Pat Gaines, vice president, Customer Support, Asia Pacific, will address "MRO supply and demand in China" during "The outlook for MRO in Asia Pacific" session on the main stage in Hall 11.

2:30 p.m. Boeing presentation – Aircraft Interiors Expo Asia
Blake Emery, director – Differentiation Strategy will present "Innovation case study: Idealized Design of Economy Class Seats" at the seminar theatre in Hall 9.

3:45 p.m. Boeing participation in panel discussion – Asian Aerospace 2009 Congress
Pat Gaines, vice president, Customer Support, Asia Pacific, participates in "Challenges and opportunities: Panel discussion and audience Q&A" on the main stage in Hall 11.

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