

## Jetairfly Receives Next-Generation 737 With New Boeing Sky Interior

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First European-based airline to receive the new, passenger-inspired interior

SEATTLE, Nov. 24, 2010 /PRNewswire/ -- Boeing (NYSE: BA) and Brussels-based Jetairfly today celebrated the delivery of the airline's first Next-Generation 737-800 with the new Boeing Sky Interior. Jetairfly, part of TUI Travel PLC, the largest tourism group in London, is the first European-based airline to operate a 737 with the new passenger-inspired interior.

"The 737's operating and environmental performance continues to make this airplane a valuable asset to our fleet," said Elie Bruyninckx, chairman of Jetairfly. "We continue in our efforts to reduce our carbon output and improve the flying experience for our passengers, and we are proud to be the first airline based in Europe to operate with the new Boeing Sky Interior."

The 737 Boeing Sky Interior features new, modern-sculpted sidewalls and window reveals, larger stow bins and more headroom around the aisle seats. Other features include a quieter cabin, intuitive placement of switches and call buttons, improved sound quality and different interior lighting schemes.

"We congratulate Jetairfly on the delivery of its first 737-800 with the new Boeing Sky Interior," said Marlin Dailey, vice president of Sales & Marketing, Boeing Commercial Airplanes. "Jetairfly's incorporation of the Boeing Sky Interior and its passenger-pleasing features will reinforce its position as Belgium's leading holiday airline."

Watch a video of the Jetairfly airplane and its new interior here: <http://www.twitvid.com/ZVSJP>.

The Boeing Sky Interior is the latest in a series of improvements to the airplane. Since the Next-Generation 737 was introduced in 1997, customers have taken advantage of continuous improvements to this best-selling airplane that have made it even more efficient, reliable and passenger-friendly. Next to come will be a package of performance improvements that will reduce fuel consumption and carbon emissions by 2 percent – making the airplane a full 7 percent more efficient than the first Next-Generation 737 delivered. The performance improvements to the airframe and engine will be in service by early 2012.

To date, 50 customers have ordered the new interior for 1,386 airplanes.

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