Boeing Opens Field Marketing Office in Bossier City, La.

Proximity to US Air Force customer at Barksdale Air Force Base will foster better communication

Louisiana office opening is one in a series of recent Boeing field office moves

BOSSIER CITY, La., Oct. 20, 2011 -- Boeing [NYSE: BA] today opened a new field marketing office in Bossier City. The opening is one of several field office moves that Boeing has completed this year across the United States as part of an ongoing effort to improve communication with customers, anticipate customer requirements and position Boeing for future growth opportunities.

“The new Bossier City field office demonstrates the company's commitment to supporting the U.S. Air Force and the air, space and support missions headquartered at Barksdale Air Force Base,” said West Anderson, Boeing Field Marketing manager. “Establishing this office ensures that Boeing will continue to meet the needs of the Air Force Global Strike Command, the 8th Air Force and the 2nd Bomb Wing.”

Boeing-supported programs at Barksdale include the Intercontinental Ballistic Missile (ICBM) Minuteman III and the B-52 Stratofortress. According to Anderson, the B-52 program exemplifies how relationships between Boeing Field Marketing representatives and their customers have proven "invaluable" in supporting the Global Strike Command.

The Bossier City office – located approximately 2.5 miles from Barksdale – will be staffed initially by a single manager who will function as liaison between Boeing defense businesses and customers. Future staffing requirements will be evaluated based on evolving business and customer needs.

In addition to the Bossier City office, Boeing also opened a new Field Marketing office in Aberdeen, Md., in January and recently moved personnel in Virginia from Norfolk to leased office space in Virginia Beach in order to be closer to Army and Navy customers.

The Boeing Field Marketing organization is comprised of more than 60 representatives who operate at 28 sites across the U.S. and work closely with customers to identify capability needs through consultative relationships.

“Given the current environment, it is more important than ever to listen to customers as they focus on finding cost-effective solutions that can help them achieve mission success,” said Anderson. “Our responsibility in Field Marketing is to ensure that customers’ needs are being addressed by Boeing businesses – that their concerns, issues and requirements are understood by the right people within Boeing – and to ensure that we bring them affordable solutions to meet their needs.”

A unit of The Boeing Company, Boeing Defense, Space & Security is one of the world's largest defense, space and security businesses specializing in innovative and capabilities-driven customer solutions, and the world’s largest and most versatile manufacturer of military aircraft. Headquartered in St. Louis, Boeing Defense, Space & Security is a $32 billion business with 64,000 employees worldwide. Follow us on Twitter: @BoeingDefense.

# # #

Contact:

Dave Sidman
Boeing Defense, Space & Security
Office: 314-232-1980
Mobile: 314-406-1818
david.sidman@boeing.com

Mary McAdam
Boeing Defense, Space & Security
Office: 703-647-1469
Mobile: 703-785-8757
mary.m.mcadam@boeing.com