

## **The Boeing Edge Provides Competitive Advantage to Customers in Middle East**

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The industry's largest portfolio of services, support and solutions introduced at Kingdom Airports, Aviation and Logistics Exhibition

JEDDAH, Saudi Arabia, May 1, 2012 – The Boeing Company [NYSE: BA] is presenting its new initiative –the Boeing Edge – at the inaugural Kingdom Airports, Aviation and Logistics Exhibition in Jeddah, Saudi Arabia, from May 1-2. The Boeing Edge is the industry's largest portfolio of services, support and solutions, backed by Boeing's extensive aviation knowledge and experience.

The Boeing exhibit, at booth 117, will showcase the company's Flight Services and Information Services business units, spotlighting air traffic management (ATM) solutions and professional services. The exhibit will also showcase the Boeing widebody airplanes proudly flying in Saudi Arabian Airlines' fleet.

"The Boeing Edge is all about making our customers and the aviation industry successful," said Lou Mancini, senior vice president, Boeing Commercial Aviation Services. "Through our global portfolio of support, services and solutions, we deliver our customers every competitive advantage they need to succeed."

Boeing offers a comprehensive portfolio of ATM solutions to optimize the efficiency of the worldwide system. Boeing Professional Services offers consultative solutions across a broad array of disciplines and services to provide valuable insight to Boeing customers as well as organizations that operate, lease, maintain or service airplanes of any type.

Boeing enjoys a historic partnership with the Kingdom of Saudi Arabia and Saudi Arabian Airlines. "Boeing has a strong and long-standing partnership with the Kingdom, going back more than 65 years. We always support strategic and high-profile initiatives such as the Airports, Aviation & Logistics exhibition here in Jeddah," said Ahmed Jazzar, President of Boeing Saudi Arabia. "This region is expected to enjoy significant economic growth over the next 20 years. Boeing is here to offer our customers a powerful combination of expertise, innovation and support as they expand their fleets and operations to meet the demand in air travel and achieve the maximum value and efficiency in their businesses."

#### **About the Boeing Edge**

A division of Boeing Commercial Airplanes, Commercial Aviation Services (CAS), with its 13,000 employees around the world, helps customers maximize the lifetime value of their fleets and operations, providing customers a competitive edge in the marketplace. Boeing offers comprehensive global support, e-enabled systems and consulting for greater maintenance and operational efficiency, freighter conversions, parts and inventory management, airplane modifications, pilot, crew and maintenance training, navigation products and services, and air traffic management solutions. Subsidiaries include Aviall, AeroInfo, Continental DataGraphics, Inventory Locator Service and Jeppesen, as well as joint ventures Aviation Partners Boeing and Boeing Shanghai Aviation Services. This comprehensive portfolio, collectively known as the Boeing Edge, combines and integrates services to give customers the ultimate advantage.

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