Boeing Announces New Communications Leadership Assignments

McCormack to lead Commercial Airplanes Communications

Toulouse to oversee Brand Management and Advertising

Ames to guide Employee Communications

CHICAGO, July 11, 2014 – Boeing [NYSE: BA] today announced a series of new senior leadership assignments within its Communications organization.

Sean I. McCormack has been named vice president of Communications for Boeing Commercial Airplanes, succeeding Mark G. Hooper, who plans to retire from Boeing Sept. 1, after more than 26 years with the company. McCormack will lead a team responsible for media relations; employee and executive communications; and advertising and marketing communications for the $53 billion Seattle-based business unit. Since 2009, he has served as the company's corporate vice president of Communications for Government Operations in Washington, D.C.

Anne C. Toulouse has been named corporate vice president, Global Brand Management and Advertising, replacing Fritz M. Johnston, who retired from Boeing this spring. Toulouse will be responsible for the company's global brand-building programs, including advertising, digital media, corporate identity, brand sponsorships, merchandise and activities planned for the company's upcoming centennial. Since 2008, she has served as the company's vice president of Employee Communications.

Brian R. Ames will succeed Toulouse and is promoted to corporate vice president, Employee Communications. Ames will be based in Chicago. He most recently served as director of Internal and CEO Communications for Boeing Defense, Space & Security in St. Louis, a position he held since 2009.

"We thank Mark for his exemplary service and lasting contributions to Boeing over more than a quarter century," said Tom Downey, Boeing senior vice president of Communications. "Sean, Anne and Brian also are seasoned leaders who bring a wealth of relevant experience to their new roles to further strengthen our brand and the effectiveness of our communications with internal and external audiences."

Prior to joining Boeing in 2009, McCormack was assistant secretary for public affairs and lead spokesman at the U.S. State Department where he managed the agency's 200-person Public Affairs Bureau and conducted the department's daily media briefing. From 2001 to 2005, McCormack was deputy White House press secretary and National Security Council spokesperson.

In 24 years with Boeing, Toulouse has served in a variety of corporate and business unit communications roles. As vice president of Corporate Identity and Advertising from 1999 to 2005, she led the initial development and implementation of the company's revised brand and advertising programs following its merger with McDonnell Douglas and multiple acquisitions. Toulouse joined the company in 1989 as a media relations manager for space and defense programs in Huntington Beach, Calif., after working for the U.S. Air Force as a public affairs specialist.

Ames is a 29-year company veteran who has held key internal and external communications roles in each of Boeing's major business units and its corporate Shared Services Group. Prior to his current position, he led communications for the company's Global Services & Support business. He joined Boeing in 1985 as a writer for the company's employee newspaper.

McCormack's and Ames' successors have yet to be named.

# # #

Contact:

Boeing Communications
Office: +1 312-544-2002

Follow us on Twitter @Boeing