

CONNEXION BY BOEING<sup>SM</sup>



CONNECTING THE WORLD.

*This billboard, currently posted in London and Frankfurt, is another element of the Boeing corporate advertising campaign focused on communicating the tremendous breadth and depth of the company. The billboard campaign, launched last year, is designed to complement Boeing television ads running in Europe. The focus on Connexion by Boeing in this board is particularly appropriate, given the recently announced launch of expanded, full-time service on Lufthansa German Airlines. In addition, British Airways this year conducted a successful three-month commercial trial of the Connexion by Boeing real-time, in-flight broadband service.*