

**For Immediate Release**

**Contact: Elinor Kinnier (+1.703.610.0204)  
ekinnier@cmgresults.com**

**WORLD AIRLINE ENTERTAINMENT ASSOCIATION (WAEA) ANNOUNCES  
FINALISTS FOR THE 19<sup>TH</sup> ANNUAL AVION AWARDS**

*Airline Passengers Surveyed to Select Winners for First Time in Awards History*

McLEAN, VIRGINIA, USA, 31 JULY 2007 – The World Airline Entertainment Association (WAEA) today revealed the top 20 finalists in the Avion Awards **competition** honoring excellence in inflight entertainment. This year, more than 36,000 airline passengers worldwide voiced their opinions and rated their inflight entertainment (IFE) experiences on the more than 30 airlines competing for the Avion mark of distinction. The top five airlines in each of four **categories as well** as best overall in both the small and large airline segments were selected. Winners will be announced during the opening session of the WAEA 28<sup>th</sup> Annual Conference and Exhibition in Toronto on 17 September.

WAEA partnered with Skytrax, the leader in airline passenger opinion studies, to collect and assess passenger feedback over a two-month period. “The inflight entertainment industry exists because of passengers so it only makes sense that the WAEA Avion Awards task force reconsidered the evaluation process allowing passengers be the judges of excellence,” says Dee Brady, WAEA president. “In previous years, our judging panel comprised experts in each field relating to types of inflight entertainment but the experience rating - how passengers interact with the systems - was missing. The passenger rating enhances the credibility of the Avion Awards and raises the profile of our program. High marks from passengers are what airlines, and the industry as a whole, strive to achieve.”

**Airline entries were categorized by region of the world: the Americas, Europe, Middle East and Africa, and Australia. Skytrax administered the survey via the Internet in numerous languages to determine passenger satisfaction and the finalists as well as the best overall in both small and large airlines are listed alphabetically:**

**Best in Region:**

Americas:

Air Canada

Delta Air Lines, Inc.

Frontier Airlines

JetBlue Airways

TAM–Brazilian Airlines

Europe:

British Airways  
Brussels Airlines  
Thomsonfly  
Swiss International Air Lines  
Turkish Airlines

Middle East & Africa:

El Al Israel Airlines Ltd.  
Emirates  
Etihad Airways  
Gulf Air  
Qatar Airways

Asia & Australasia:

Cathay Pacific Airways Ltd.  
Jet Airways (India) Ltd.  
Korean Air  
Qantas Airways Ltd.  
Singapore Airlines Ltd.

**Best Overall:**

Small Airlines (Up to 25 IFE equipped Aircraft):

Brussels Airlines  
Etihad Airways  
Jet Airways (India) Ltd.  
Royal Brunei Airlines  
SriLankan Airlines

Large Airlines (More than 25 IFE equipped Aircraft):

Cathay Pacific Airways Ltd.  
Emirates  
Korean Air  
Qatar Airways  
Singapore Airlines Ltd.

In addition to restructuring the awards judging, the WAEA also changed the timing of the awards ceremony. Previously featured as the closing celebration, the Avion Awards ceremony will be part of the kick off to the association's annual conference at which more than 1200 airline and airline-supplier delegates are expected to gather 17-20 September at the Metro Toronto Convention Centre.

For more information about the WAEA Avion Awards, media registration for the conference, or the inflight entertainment industry, visit the WAEA Web site at [www.waea.org](http://www.waea.org) or contact Elinor Kinnier, [ekinnier@cmgresults.com](mailto:ekinnier@cmgresults.com) or +1.703.610.0204.

###

**About WAEA:** Founded in 1979 as a nonprofit organization, the WAEA is the official worldwide network representing nearly 100 airlines and more than 250 airline suppliers committed to excellence in inflight entertainment and communications and the continual improvement of the airline passenger environment.