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WAEA DELIVERS FIRST- CLASS ANNUAL CONFERENCE TO ATTENDEES

***The World Airline Entertainment Association (WAEA) 29th Annual Conference & Exhibition
Concludes with Record-Breaking Participation***

McLEAN, Va., USA, 16 September 2008 – The World Airline Entertainment Association (WAEA) hosted a record-breaking annual conference last week in Long Beach, California, USA attracting more than 2,500 participants representing 90 airlines and 238 vendor companies. The WAEA 29th Annual Conference & Exhibition is the world’s largest display of inflight entertainment (IFE) and communications products and services.

“The huge success of WAEA’s annual conference this year is a true testament to the dedication of the IFE and communications industry to innovate products and services despite challenging times,” says Doug Backelin of American Airlines and WAEA’s Immediate Past President.

Quantity of attendance did not distract from the quality of business being conducted throughout the four-day conference. Representatives from airlines and vendor companies had schedules filled with sales appointments. Attendees conducted business at networking events throughout the week and at the sold-out exhibition. New exhibitors had an opportunity to showcase their products and services to top airline IFE executives during the conference’s opening day. The addition of the Vendor Theater this year, where exhibitors gave brief presentations on their products and services, provided an additional forum for vendors to connect with potential clients.

In conjunction with the WAEA Annual Conference & Exhibition, winners of the 20th Annual WAEA Avion Awards were announced on Monday 8 September. The entire IFE and communications industry celebrated with an impressive show produced by Walt Disney Studios Motion Pictures as a salute to 40 years of inflight entertainment. WAEA’s Avion Awards recognizes airlines and vendors for excellence in inflight entertainment and communications.

Other conference highlights included top industry executives imparting their experiences and outlook on IFE and communications to attendees. The conference also featured an unprecedented 12 hours of IFE and communications educational sessions spotlighting connectivity, legislative updates and technology trends.

“Looking forward, we have already begun to work on making next year, the 30th anniversary of the conference, even better,” says Richard Owen, WAEA’s Executive Director, “detailed feedback from our membership will help us set our strategy for the next year, including the annual conference and exhibition”.

The WAEA 30th Annual Conference & Exhibition will be held 6-8 October 2009 in Palm Springs, California, USA.

For more information on the WAEA Annual Conference & Exhibition, the WAEA Avion Awards and the airline inflight entertainment and communications industry, please visit www.waea.org.

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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.