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For Immediate Release:

AIRLINE PASSENGER EXPERIENCE ASSOCIATION REVEALS NEW LOGO AT GLOBAL CONFERENCE

OnAir's Leigh Courteney designs winning APEX logo

(New York, NY) – The logo for the Airline Passenger Experience Association (APEX) was unveiled to the membership at the organization's 31st annual Conference & Exhibition today.

APEX President Patrick Brannelly announced the winner of the member logo contest during his opening remarks to a packed house that gathered at the Long Beach Convention and Entertainment Center in Long Beach, CA.

APEX member Leigh Courteney of OnAir was presented with an Apple MacBook Pro 13 for designing the association's winning logo.

"Today we applaud Leigh for participating in the logo competition and having his design selected by the voting membership," APEX President Patrick Brannelly said. "It goes to show how committed our membership is to the association and the breadth of talent within our global organization."

The membership for APEX, formerly the World Airline Entertainment Association (WAEA), voted earlier this year to change its name to better reflect the role it plays in delivering the passenger experience for the world's commercial airlines.

Through a two-thirds majority vote, the membership approved the Airline Passenger Experience Association (APEX) as the organization's new name. The new name was announced at the WAEA Conference focusing on Airline Seats and Inflight Entertainment systems on 17 May in Hamburg Germany.

The APEX logo contest was held in June and open to all member companies. More than 250 entries were submitted over a three-week span. The voting membership selected Courteney's design from among five finalists, which was narrowed down by members of the Marketing & Communications Committee. The five logo designs were submitted by OnAir, Imagik, IFE Services, Airborne and Airmedia.

The new logo will be used in all APEX marketing collateral moving forward.

For more information about APEX, please visit www.apex.aero.

ABOUT APEX:

APEX members provide excellence in the passenger experience. From designing, building and installing multi-million dollar network TV and data systems on commercial aircraft to the delivery of the inflight movies, TV and games; from the inflight magazines you read to the moving map display showing the flight's progress, APEX is committed to providing the best possible airline experience for passengers around the world. APEX is professionally managed by Kellen Company, the premier global association management firm with offices and representation in the United States, Europe, China, the Middle East, India and Southeast Asia.