

From: WAEA/APEX

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**For Immediate Release:**

## **AIRLINE PASSENGER EXPERIENCE ASSOCIATION ELECTS 2010-2011 BOARD OF DIRECTORS**

*Two new members seated*

(New York, NY) – The Airline Passenger Experience Association (APEX), formerly the World Airline Entertainment Association (WAEA), is proud to announce the election of two new members to its Board of Directors.

Jonathan Norris, the vice president of the cabin design office for Airbus, and Christine Zhu, product manager for Inflight Communications and Entertainment, for Cathay Pacific Airways, Ltd., have both been elected to serve on the board.

“I am looking forward to working with Jonathan and Christine,” said APEX Board President Patrick Brannelly, “The experience they and the companies they represent bring to the board will allow us to further enhance the airline passenger experience.”

Norris and Zhu will both serve one year terms, having been duly elected by the voting membership of APEX which has representation from throughout the inflight entertainment industry and passenger communications industry from the world’s leading airlines and vendors.

The President, Vice President, Treasurer, and four director positions were all up for election this year. Sitting members of the Board running unopposed were President Patrick Brannelly of Emirates, Vice President Manoela Amaro of TAM Airlines and Treasurer Linda Palmer of Walt Disney Studios Motion Pictures Non-Theatrical. Directors, Chris Babb of Delta Air Lines, and Neil James of Panasonic Avionics Corporation, were re-elected, and will serve one and two-year terms, respectively.

The Secretary, Dominic Green, Immediate Past President, Christine Ringger, and two directors, Kevin Bremer and Leigh Mantle, are sustaining members on the APEX Board.

Results of the election were formerly announced on Thursday 16 September during the Annual General Meeting (AGM) of the Airline Passenger Experience Association (APEX). The AGM is a platform for APEX members to discuss important association business, plan for the future, and share ideas and comments about the association to the board of directors.

APEX's Annual Conference is the premier event for the inflight entertainment industry. The event was collocated with the International Flight Services Association (IFSA) and Aircraft Interiors Expos America, and took place at the Long Beach Convention & Entertainment Center in Long Beach, California USA, 13-16 September.

The 2011 APEX Conference & Exhibition will be held in Seattle, Washington, USA, 12-15 September.

For more information about APEX, please visit [www.apex.aero](http://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.