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For Immediate Release:

AIRLINE PASSENGER EXPERIENCE ASSOCIATION TEAMS UP WITH ORBIS INTERNATIONAL IN THEIR FIGHT AGAINST AVOIDABLE BLINDNESS

*APEX partners with global eye healthcare organization
operating world's only airborne ophthalmic training facility*

(New York, NY) – The Airline Passenger Experience Association (APEX), formerly the World Airline Entertainment Association, is proud to announce the creation of a philanthropic partnership with ORBIS International in the fight to eliminate blindness throughout the world.

Today more than 45 million men, women and children are blind. The real tragedy of this global health crisis is that more than 80 percent are suffering needlessly. With proper diagnosis, medical or surgical treatment, their blindness could have been prevented or their sight restored.

Throughout its 28 year history, ORBIS has relied on the generosity of the entire airline industry to support its work. The new partnership with APEX, which represents more than 400 of the world's leading airlines, suppliers and related companies committed to the entire airline passenger experience, will provide an invaluable resource for ORBIS to further expand its reach and mission to prevent and treat blindness by providing quality eye care.

“We are thrilled to be working with APEX member companies to promote our cause and support our partner hospitals in providing much-needed eye care services to their communities throughout the developing world,” said Jack McHale, President and CEO of ORBIS International. “We’re excited by the association’s level of commitment and hope to develop a greater reach through our newly-formed partnership.”

APEX member companies will have numerous partnership options with ORBIS including direct programmatic sponsorships, employee engagement programs and cause marketing opportunities. This unique partnership is the first of its kind for either organization. APEX has invited ORBIS leadership to address its members during the 31st Annual WAEA/APEX Conference & Exhibition, being held 12-16 September, in Long Beach, CA.

“APEX is proud to partner with ORBIS and to support those people around the world who are suffering from poor vision or are completely blind,” said Patrick Brannelly, WAEA/APEX President. “Our association members cover the world and look forward to working with ORBIS to support its many projects.”

ORBIS International is a non-profit global organization that works with local partners in developing countries to establish comprehensive, affordable and sustainable eye care capacity building. Currently, ORBIS has a long-term presence in five priority countries and one region: Bangladesh, China, Ethiopia, India, Vietnam, and Latin America/Caribbean. Since 1982, ORBIS has carried out more than 1,000 programs in 87 countries, enhanced the skills of more than 262,000 eye care professionals and provided treatment to more than 12.5 million blind and visually impaired people. Onboard its Flying Eye Hospital, ORBIS provides training sessions during which ophthalmologists, nurses and anesthesiologists from developing nations work with ORBIS volunteers to perform surgery, learn new skills and restore sight. In the last year alone, ORBIS supported its partners in providing medical treatment to more than 2,135,000 patients and trained over 24,326 medical professionals.

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

ABOUT WAEA/APEX:

WAEA/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, WAEA/APEX is committed to providing the best possible airline experience for passengers around the world.

ABOUT ORBIS International

ORBIS is a non-profit global organization dedicated to saving sight and eliminating avoidable blindness. ORBIS provides the tools, training, and technology necessary for local partners to assess their needs and develop workable and lasting solutions to the tragedy of unnecessary blindness. By building their long-term capabilities, ORBIS enables its partner institutions to develop their own capacity to provide quality eye care services that are affordable, accessible and sustainable. Since its first program in 1982, ORBIS has worked in 87 countries, enhanced the skills of over 234,000 health care personnel and helped establish services that have provided quality eye care treatment to more than 12.5 million people. www.orbis.org.

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