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For Immediate Release:

WAEA CONFERENCE & EXHIBITION OFFERS FULL-DAY EDUCATION AND LARGEST DISPLAY OF IFE PRODUCTS AND SERVICES

*31st annual event will feature Passenger Choice Awards™, Networking
Opportunities and Focused Education*

(New York, NY) – The largest, most comprehensive exhibit of IFE technology, products and services in the world will be on display at the World Airline Entertainment Association’s 31st Annual Conference & Exhibition in Long Beach, CA, USA, 12-16 September.

More than 1,500 representatives of the world’s top airlines and IFEC system companies are expected to attend/exhibit at the industry’s premier event being held at the Long Beach Convention and Entertainment Center.

Kicking off this year’s conference on Monday 13 September is a full day of educational sessions led by WAEA members and global industry leaders, covering the latest trends in media programming, inflight broadband strategies, social networking opportunities and much more.

Attendees will once again be treated to a number of key networking events and activities, as well as an awards gala on Monday evening that will honor the recipients of the newly created Passenger Choice Awards™. Other WAEA awards to be handed out include the Avion Awards, Outstanding Contribution and Lifetime Achievement awards.

The 2010 conference is also the venue in which the organization will officially retire WAEA and transition to the Airline Passenger Experience Association (APEX). The membership voted to change its name earlier in the year to better reflect the role it plays in delivering the passenger experience for the world’s commercial airlines. The association will unveil the new APEX logo, designed by a WAEA member and voted on by the membership.

“We’re extremely excited about this year’s annual conference and exhibition,” said Patrick Brannelly, WAEA/APEX President. “Where else can you find the industry’s top airlines and leading technology and service providers from around the world under one roof. This maybe our biggest show to date and is a can’t-miss event for all.”

Addressing attendees on Monday is keynote speaker Sarah DaVanzo of the Kaplan Thaler Group. In her session, “The Egg + Snowflake Zeitgeist: Two Global Consumer Trends Shaping Lifestyle, Travel and Technology,” DaVanzo will explore how consumer behavior and social networking is impacting the future of the airline and entertainment industries.

DaVanzo will be followed by focused educational sessions in different tracks. For a complete listing, please visit http://meetings.waea.org/edu_events/annual_conf/2010/sessions.htm.

The WAEA exhibition offers the opportunity for airline representatives and vendors to meet face-to-face in pre-scheduled appointments to discuss and demonstrate various inflight offerings. Nearly 100 vendors will showcase the latest state-of-the-art audio and video hardware; the latest films, music and special programming; inflight phone, fax, and satellite telecommunications; passenger services and technology in the exhibit hall over three days, Tuesday, Wednesday and Thursday, 14-16 September.

The WAEA Annual Conference & Exhibition is being collocated with the International Flight Services Association (IFSA) and Aircraft Interiors Expos America.

For a complete conference agenda or to learn more about APEX, please visit www.apex.aero.

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. WAEA/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.