



For Immediate Release

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**EMIRATES and SWISS INTERNATIONAL AIR LINES
WIN WORLD AIRLINE ENTERTAINMENT ASSOCIATION'S (WAEA) AVION
AWARDS FOR WORLD'S BEST INFLIGHT ENTERTAINMENT (IFE)**

*Winners of the 20th Annual Avion Awards Honored at
WAEA Conference & Exhibition in Long Beach, California, USA*

McLEAN, Va., USA and LONG BEACH, Calif., 8 September 2008 –

Thirty-three commercial airlines from around the world competed for the 20th Annual WAEA Avion Award of distinction honoring excellence in inflight entertainment and voted on by passengers around the world. The winners in each of the four regional categories as well as Best Overall in large and small airline categories were announced at a fanfare during the WAEA 29th Annual Conference & Exhibition in Long Beach. Swiss International Air Lines won Best Overall for small airlines and Emirates received the other top honor as Best Overall for the large airlines.

Tonight, in a spectacular celebration choreographed and produced by Walt Disney Studios Motion Pictures as a salute to 40 years of inflight entertainment, the Avion Award winners were congratulated by the entire inflight entertainment and communications (IFEC) industry. Regional winners included:

Best in Region – Americas

JetBlue Airways

Best in Region – Europe

British Airways

Best in Region – Middle East and Africa

Emirates

Best in Region – Asia and Australasia

Singapore Airlines Ltd.

The winners were ranked highest by airline passengers in opinion polls administered online in multiple languages by Skytrax; a leader in airline passenger opinion studies. Skytrax assessed the data collected over a two-month period from 55,000 worldwide passengers who rated their IFE experiences. The airlines with the highest ratings in passenger satisfaction received the 2008 Avion Award mark of excellence.

Additionally, WAEA recognized the superior accomplishments of Air France for Best Single Achievement in IFE and AeroMobile/Panasonic Avionics Corporation for Best Achievement in Technology. These award winners were judged by a jury of industry peers and selected for their significant success in each category.

Airlines entering the Best Single Achievement in IFE submitted 1,000-word essays detailing their accomplishments. The essays were evaluated by the panel of industry experts and the top five finalists made oral presentations yesterday to a group of peer judges. The winner, First Runner Up Emirates and Second Runner Up Air Canada, were announced at the ceremony tonight. Conference attendees were invited to hear all of the finalists' presentations prior to the conference opening session this morning.

The Best Achievement in Technology category this year was open to any WAEA member, airline or vendor. Companies submitted essays outlining their technological accomplishments in IFEC and entries were reviewed by a jury of industry representatives from each segment (airline, hardware, software, distributor, lab, and service companies).

“Congratulations to all of our 20th Annual Avion Award participants and winners,” says Doug Backelin, president of WAEA. “The caliber of the competition escalates each year and it is a privilege to honor the hard work and success of our members. Their achievements signify the pinnacle of success in our industry and these companies have proven their commitment to excellence in IFEC. Our selection criteria and the passenger rating component have significantly elevated the prestige of the Avion Award honor. We look forward to continuing this esteemed industry recognition and encourage participation from more airlines and IFEC related companies.”

For more information about the WAEA Avion Awards or the inflight entertainment industry, visit the WAEA Web site at www.waea.org or contact Liz Jayankura-Jones, ljones@waea.org or +1.703.610.9039.

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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.