



For Immediate Release

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**WORLD AIRLINE ENTERTAINMENT ASSOCIATION (WAEA) ANNOUNCES
TOP FINALISTS IN 20th ANNUAL AVION AWARDS COMPETITION**

*Winning Airlines to be Awarded Monday, 8 September in a Celebration hosted by
Walt Disney Studios Motion Pictures*

McLEAN, VIRGINIA, USA, 4 August, 2008 – The World Airline Entertainment Association (WAEA) today revealed the top finalists in the Avion Awards competition honoring excellence in inflight entertainment (IFE). This year, 33 airlines entered the competition to earn the Avion mark of distinction for Best in Region and Best Overall as voted on by airline passengers worldwide. Airlines promoted their award participation and encouraged passengers to log on to the online survey, administered by Skytrax in multiple languages, and rate their IFE experience. The top 22 vote-getters have been notified and winners will be announced at the upcoming WAEA 29th Annual Conference & Exhibition in Long Beach, California, USA, next month.

The Avion Awards call for entries issued in May invited WAEA member airlines to participate in any of three award categories: Best in Region categorized by region of the world (the Americas, Europe, Middle East and Africa, and Asia and Australasia); Best Achievement in Technology; and Best Single Achievement in IFE. Two airlines competing in the Best in Region category will be recognized as Best Overall in both the large and small airline segments.

“It is a tradition with WAEA to showcase and honor the exceptional IFE services of our members and our industry,” says Doug Backelin, president of WAEA and manager, inflight communications and technology for American Airlines. “We had tremendous participation and an excellent panel of expert judges that had difficult decisions to make. Each year, we continue to raise the bar in quality and innovation delivered to passengers. And, each year we strive to enhance the competition and the awards ceremony to keep pace with our rapidly evolving and important industry. This year is no exception.

The Best Achievement in Technology category this year was open to any WAEA member, airline or vendor and essay submissions were judged by a jury of peers comprised of representatives from each part of the IFE community (airline, hardware, software, distributor, lab, and service companies). “Our Avion Award Task Force wanted to ensure our vendor members were included this year and revised the guidelines to broaden the entry requirements,” Backelin says.

Essays for the Best Single Achievement in IFE also were evaluated by a panel of industry experts. The top five finalists will make oral presentations to a panel of randomly selected judges on Sunday, 7 September to determine the winner, and first- and second-runners up. The finalists will present their entries to conference attendees during the Monday general session and all of the Avion Award winners in each of the categories will be announced at the awards presentation and celebration on Monday, 8 August at 18:00.

The 20th Annual Avion Awards celebration will be hosted and sponsored by Walt Disney Studios Motion Pictures – a salute to 40 years of inflight entertainment. WAEA officials say a magical evening has been planned to celebrate and congratulate the winners. “We look forward to recognizing our members for their superior achievements in a very memorable event that promises to be a spectacular show,” Backelin says. The Avion Awards ceremony is part of the association’s annual conference at which more than 1200 airline and airline-supplier delegates are expected to gather 8-11 September at the Long Beach Convention & Entertainment Center (LBCEC) in Long Beach, CA, USA. Registration to attend the event is still open.

Following is a list of finalists by Avion Award Category:

Best in Region:

Americas

Air Canada
Delta Air Lines, Inc.
Frontier Airlines
JetBlue Airways
Virgin America

Europe

British Airways
Swiss International Air Lines
TAP Portugal
Thomsonfly
Turkish Airlines

Middle East and Africa

El Al Israel Airlines Ltd.
Emirates
Etihad Airways
Gulf Air
Qatar Airways

Asia and Australasia

Asiana Airlines
Cathay Pacific Airways Ltd.
Jet Airways (India) Ltd.

Korean Air
Singapore Airlines Ltd.

**Best Overall (Small Airlines):
up to 25 IFE-equipped in fleet**

Gulf Air
Royal Brunei Airlines
SriLankan Airlines
Swiss International Air Lines
Virgin America

**Best Overall (Large Airlines):
over 25 IFE-equipped in fleet**

Cathay Pacific Airways
Emirates
Jet Airways (India) Ltd.
Qatar Airways
Singapore Airlines

Best Achievement in Technology

AeroMobile/Panasonic
DTI Software
Emirates
EMS Technologies
SmartJog

Best Single Achievement in IFE

Air Canada
Air France
Delta Air Lines, Inc.
Emirates
JetBlue

For more information about the WAEA Avion Awards, media registration for the conference, or the inflight entertainment industry, visit the WAEA Web site at www.waea.org or conference, contact Elinor Kinnier, ekinnier@cmgresults.com or +1.703.610.0204.

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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.