

For Immediate Release

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DEE BRADY OF BRITISH AIRWAYS ELECTED WAEA PRESIDENT

McLEAN, VIRGINIA, USA, 21 September 2006 — **Dee Brady**, entertainment programming manager for **British Airways**, was elected president of the World Airline Entertainment Association (WAEA) for the 2006-2007 term. An international trade organization, the WAEA represents nearly 100 passenger airlines and more than 250 airline-supplier companies committed to excellence in airline inflight entertainment and communications.

As WAEA President, Ms. Brady will preside over a board of directors composed of key executives representing the airline, entertainment, aviation, communications, and electronics industries worldwide.

Doug Backelin, manager, inflight communications and technology for **American Airlines**, was elected WAEA Vice President. **Sue Pinfold** director of business operations for **Spafax**, sustains as WAEA Secretary. **Linda Palmer**, senior vice president, non-theatrical for **Buena Vista Non-Theatrical**, was elected WAEA Treasurer. **Maver Mayuga**, product research and development officer for **Philippine Airlines**, becomes Immediate Past President.

Airline and supplier-company representatives newly elected to the WAEA Board of Directors are: **Lee Casey**, general manager (Los Angeles office) for **Stellar Inflight**; **Victor Hernandez**, product manager, digital content for **Thales Avionics Inc.**; **John McMahon**, vice president of operations for **Atlas Air Film + Media Service GmbH**; and, **Christine Ringger**, manager, inflight entertainment for **Qatar Airways**.

Re-elected and sustaining WAEA Directors are: **Barbara Hollenbeck** of **Northwest Airlines** and **Bryan Rusenko** of **Crest Digital**.

The 2006-2007 WAEA officers and directors were elected by the WAEA membership on 15 September 2006 at the WAEA Annual General Meeting held in conjunction with the WAEA 27th Annual Conference and Exhibition in Miami, Florida, USA.

A nonprofit organization founded in 1979, the WAEA is the official worldwide network representing nearly 100 passenger airlines and more than 250 airline suppliers and related companies committed to excellence in airline inflight entertainment and communications and the continual improvement of the airline passenger environment. The WAEA main headquarters is located in McLean, Virginia, USA.

The WAEA sponsors international conferences and exhibitions, educational workshops, technology meetings, industry forums, and the annual "Avion Awards" for excellence in inflight entertainment. The WAEA also develops recommended technical and operational standards and guidelines for the industry and publishes industry periodicals.

For more information on the WAEA and the airline inflight entertainment and communications industry, please visit the WAEA website at www.waea.org.

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