



NEWS

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JEPPESEN MARINE WINS BEST DISPLAY OF TECHNOLOGY AWARD AT 2009 SEATTLE BOAT SHOW

New Exhibit, Same Positive Result as Navigation Leader Earns Trophy Two Consecutive Years

ENGLEWOOD, COLO.,

January 29, 2009 —

Jeppesen Marine was honored today with the **Best Display of Technology** award at the 2009 Seattle Boat Show. This marked the second consecutive year this world leader in navigation solutions was recognized for its superior



From Left: Derek Ritter, Technical Support; Monica Johnson, Acct. Executive; Roger Brudenell, Regional Sales Mgr.

show display. The largest boat show on the West Coast, the Seattle Boat Show began its run January 23 and continues through February 1 at Qwest Field Event Center.

The Jeppesen Marine exhibit was selected for recognition from among hundreds of marine products and services represented at the show. The 2009 booth display featured new graphic elements (most notably the newly launched Jeppesen Marine logo/corporate identity) along with subtle layout changes designed to make Jeppesen Marine's advanced electronic navigation technology more inviting and accessible to Seattle Boat Show attendees. This has been accomplished using a combination of information, electronic display technology, and most importantly — people who are passionate experts on the subject of navigation.

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“This year’s exhibit does an even better job of bringing people in and engaging them in the technology we offer,” said Roger Brudenell, Regional Sales Manager for Jeppesen Marine. “One of our key message points in 2009 is the many advantages of updating electronic charts once each season. Specifically, how this can enhance both safety and enjoyment on the water for all types of boaters. This new exhibit is very successful getting across who we are and what we have to offer — while at the same time, encouraging our visitors to come in, ask questions and dig deeper,” added Brudenell.

It is a rare event for any company to win this coveted display award at consecutive Seattle Boat Shows. “We’re very grateful to show management for this recognition. This award really belongs to the many people who work so hard behind the scenes to help Jeppesen Marine make a strong and lasting impression at events like this around the country,” added Brudenell.

Jeppesen Marine is a market-leading provider of digital navigation solutions, based on worldwide vector chart data type approved to ISO19379, meteorological information and transmission technologies. Through its wide range of products and services, Jeppesen Marine serves numerous markets from light marine, to today’s safety-conscious commercial shipping industry operating on the inland/coastal waterways as well as high seas. Jeppesen Marine is chartered with the same underlying values that launched Jeppesen in 1934 – improving safety and efficiency through innovative navigation solutions.

For more than 70 years Jeppesen has made it possible for pilots and their passengers to safely and efficiently reach their destinations. Today this pioneering spirit continues as Jeppesen delivers essential information and optimization solutions to improve the efficiency of air, sea and rail operations around the globe. Jeppesen is a subsidiary of Boeing Commercial Aviation Services, a unit of Boeing Commercial Airplanes. Jeppesen corporate information is available online at www.jeppesen.com.

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