



NEWS

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JEPPESEN MARINE WINS OUTSTANDING DISPLAY AWARD AT 2008 SEATTLE BOAT SHOW

*First Exhibit Combining C-Map and Nobeltec Navigation Solutions
Proves a Real Winner*

ENGLEWOOD, COLO., January 29, 2008 – Jeppesen Marine’s new boat show exhibit was recognized today with an **Outstanding Display Award for Best Accessory Display** at the 2008 Seattle Boat Show. The Jeppesen Marine exhibit was chosen from among hundreds of high-profile displays at this event — the largest boat show on the West Coast. The Seattle Boat Show began January 24 and runs through February 2 at Qwest Field Event Center.



This show marked the first appearance of the exhibit at a major industry event, making the achievement all the more satisfying for those involved. “This new exhibit is one key element of our ongoing program to bring together the Best of Both Worlds — C-Map cartography and Nobeltec navigation software— for the benefit of leisure boaters,” said Shepard Tucker, Jeppesen Marine Senior Manager, Sales & Marketing – North America. “Over the past year since Jeppesen acquired C-Map, we’ve been working to integrate not only our companies and core technologies, but also our message. Our marketing materials, our trade and consumer communications and our show presence all reflect this new reality — we are the *one* source for trusted navigation solutions. Receiving this award lets everyone know that the game is definitely changing,” added Tucker.

Whether it's on booth graphics, print advertisements, catalogs or web design, the key visual elements will work together throughout 2008 to promote the excitement and beauty of life on the water — enhanced by Jeppesen Marine. The award-winning Jeppesen Marine display will be traveling to other boating events across North America, including the Miami International Boat Show February 14-18, 2008.

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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