



NEWS

FOR IMMEDIATE RELEASE

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JEPPESEN UNVEILS NEW CORPORATE IDENTITY

ENGLEWOOD, COLO., June 10, 2008 – Jeppesen today released its new corporate logo. The design reflects the evolution of the products and services offered by Jeppesen, as well as the company’s expansion into neighboring transportation markets. While well known for the Jeppesen Airway Manual and other products related to aeronautical navigation, the company today offers a broad array of information and optimization solutions that support navigation, planning and analysis for air, sea and land operations.

The new Jeppesen logo builds upon the company’s rich heritage by combining a clean, contemporary symbol with the well-known Jeppesen logotype. Most noticeable is the transition from the airplane silhouette to a series of stacked shapes that represent Jeppesen’s forward movement and the diverse transportation markets it now serves.

“I believe our new logo communicates the image we want people to embrace when they think of Jeppesen,” says Mark Van Tine, Jeppesen president and CEO. “For our marine and rail customers, it speaks to our commitment to serving them with the same standard of excellence that our company has been built upon; for our long-standing aviation customers, the message is that we are much more than ‘just that old chart company’. In addition to providing mission critical navigational information, today we use leading-edge technologies to help our customers optimize their operations as well. In the process, we are able to help all Jeppesen customers reduce their consumption of resources and minimize their environmental footprints.”

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In the coming months, Jeppesen will be rolling out its new logo across its brand touch points, including a new website, which will be released in mid-2008.

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.

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