



Press Release

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CNBC is Official Broadcast Media Partner for Singapore Airshow 2010

Singapore, 2 February, 2010 – CNBC, First in Business Worldwide, is the official broadcast media partner for Singapore Airshow 2010. The event will be broadcast LIVE on CNBC's Squawk Box Asia from February 2 to February 4 at 7am-10am (SIN/HK), 1000-1300 (AEDT).

Singapore Airshow is Asia's largest and one of the top three aerospace and defence exhibitions in the world. This international biennial event serves as a global marketplace and networking powerhouse for the world's aviation community. Reputed as the must attend event of the year, the airshow will also feature a series of high level conferences dedicated to leading players in the global aviation industry.

"Singapore Airshow not only attracts the key players in aviation, but it is also a platform for the most innovative ideas in the industry," said Satpal Brainch, President and Managing Director, CNBC Asia Pacific. "This partnership gives CNBC first access to the top leaders within the global aviation business. Our live coverage provides viewers with unprecedented insights into this industry and reinforces our position as the world leader in business news."

"We are happy to continue our partnership with CNBC. Being the world leader in business news, CNBC as the official broadcast media partner will help our exhibitors and Singapore Airshow reach a premier global audience. This reinforces the position of Singapore Airshow as a key event in the global aerospace and defence industry," said Jimmy Lau, Managing Director, Singapore Airshow & Events.

CNBC Guest Highlights include:

- Azmil Zahrudin, MD & CEO, Malaysia Airlines
- Tony Tyler, CEO, Cathay Pacific
- Fred Curado, President & CEO, Embraer
- Gary Scott, President, Commercial Aircraft Bombardier
- Mark Howes, CEO, Honeywell Aerospace
- John Staer, CEO, Satair
- John Nicholson, CEO, Aviation New Zealand
- Emirsyah Satar, CEO, Garuda Airlines.
- John Leahy, Chief Operating Officer, Airbus
- Joe Lombardo, President Gulfstream
- John Garrison, President & CEO, Bell Helicopter Textron
- Gary Scott, President, Commercial Aircraft Bombardier
- Randy Tinseth, VP, Marketing, Boeing Commercial Airplanes

For more information on CNBC's coverage of the Singapore Airshow, please visit us at <http://asia.cnbc.com>

About CNBC Asia Pacific

CNBC Asia Pacific is uniquely positioned to speak to viewers from across the region. Headquartered in Singapore, the network provides nine hours of live Asia-produced programming, which is complemented with coverage of live market action from Europe and the US. CNBC Asia Pacific's channels, which include CNBC Asia, CNBC-TV18 (India), CNBC Pakistan, Nikkei-CNBC (Japan) and SBS-CNBC (South Korea) are available in more than 21 countries across the Asia Pacific region. CNBC also has a strategic alliance with Shanghai Media Group, which wholly owns a subsidiary, China Business Network. The channels are distributed via satellite, cable and terrestrial broadcast networks, as well as broadband. CNBC content is also distributed on the 3G telecommunication platforms throughout various markets.

About Singapore Airshow The Singapore Airshow is Asia's largest and one of the top three aerospace and defence exhibitions in the world. First held in 2008, the Singapore Airshow is an international biennial event which serves as a global marketplace and networking powerhouse for the world's aviation community. Singapore Airshow also features a series of high level conferences dedicated to leading players in the global aviation industry - Singapore Airshow Aviation Leadership Summit (SAALS) and the Asia-Pacific Security Conference (APSEC). Singapore Airshow is organised and managed by Singapore Airshow & Events Pte Ltd (SAe).