



AirAsia X Increases its Order of the Thales Inflight Entertainment System

15 July, 2008 Farnborough Airshow - Thales, a leader in passenger entertainment systems, announced that it will be installing its TopSeries IFE system on 10 additional A330 aircraft for AirAsia X, the Malaysian-based long-haul, low-cost airline recognized for aviation innovation. In total, the airline will have the Thales IFE system on 25 A330 aircraft with first delivery scheduled for October 2008 and program completion in 2013.

The system features audio and video on-demand functionality with 8.9 inch touch screen displays at every seat. Passengers will enjoy a comprehensive selection of entertainment including games, interactive moving map, shopping and in-seat chat. USB connection is also available at each seat for games controllers and power charging of personal electronic devices. The TopSeries system is a lightweight system compared to earlier generation systems. The design goal of the product is to continually realize new operating efficiencies and revenue generation opportunities for the airline.

Beyond the IFE system, AirAsia X selected Thales avionics components and satcom technologies. "After extensive reviews we are excited to add to our commitment to a truly world-class business partner in aviation electronics. This collaboration demonstrates our pledge to provide our passengers with the best entertainment service onboard. Now that's real 5-star," said Azran Osman Rani, Chief Executive Officer of AirAsia X.

"Besides pre-booked meals, and our premium XL seats onboard the A330, the IFE system is part of our many innovative services to come. We will continue to ensure passengers are given the best choices of services on our flights," concluded Azran.

The airline also selected the Thales TopCare program, which is turnkey maintenance package that puts the responsibility of managing the system in the hands of Thales. "We are delighted to support AirAsia X at this level and I am confident that passengers will enjoy their flying experience," said Alan Pellegrini, Vice President and General Manager for Thales' In-flight Entertainment business.

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About Thales

Thales is a leading international electronics and systems group, addressing defence, aerospace and security markets worldwide. Thales's leading-edge technology is supported by 22,000 R&D engineers who offer a capability unmatched in Europe to develop and deploy field-proven mission-critical information systems. To this end, the group's civil and military businesses develop in parallel and share a common base of technologies to serve a single objective: the security of people, property and nations. The group builds its growth on its unique multi-domestic strategy based on trusted partnerships with national customers and market players, while leveraging its global expertise to support local technology and industrial development. Thales employs 68,000 people in 50 countries with 2007 revenues of €12.3 billion.

About AirAsia X

AirAsia X, an affiliate of AirAsia, with shareholders including Virgin Group, is the new long haul low cost airline launched in January 2007. The airline commenced its first global service to the Gold Coast, Australia on 2nd November 2007 and its second destination to Hangzhou, China on 4th February 2008. Having franchised the AirAsia brand from AirAsia, AirAsia X's business model is built on sustainable and continued delivery of everyday low fares, covering destinations that are more than four hours in flight duration which will soon offer daily point to point frequencies to popular destinations in Asia Pacific, Middle East and Europe. For more information, please log on to www.airasia.com.

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