

March 10, 2015



# Global Eagle Entertainment and Air China Launch Live Television Test Flight

## **GEE's Ku-band Connectivity System Successfully Broadcast Live Television Inflight for the Xinhua News Agency Onboard Air China's 777 Aircraft**

LOS ANGELES, March 10, 2015 (GLOBE NEWSWIRE) -- Global Eagle Entertainment Inc. (Nasdaq:ENT) ("GEE"), a worldwide leading provider of content, connectivity and digital media solutions to airlines, today announced that it successfully partnered with Air China using GEE's Ku-band connectivity system for Xinhua News Agency's ground-breaking inflight newscast.

The Xinhua News Agency broadcast live television between the National People Congress / Chinese People's Political Consultative Conferences (NPC/CPPCC) and Air China's inflight connectivity-equipped Boeing 777 aircraft. The satellite connection successfully managed the transmission on the ground and in the air, including a live television crew that was filming onboard the aircraft.

Global Eagle Entertainment Logo

In addition to watching the live broadcast of the NPC/CPPCC Conferences, passengers were able to use the inflight connectivity solution to browse the internet, chat, shop and stream movies and television shows while inflight. Through this and other successful installations, GEE's connectivity system is transforming the way passengers use in-flight entertainment and connectivity (IFE&C) across the globe.

"This is an historic event for both Air China and inflight connectivity in the region," commented Walé Adepoju, Chief Commercial Officer of GEE. "We're thrilled to have supported China's national carrier and China's national news agency with our broadband connectivity system to enable the live broadcast of the NPC/CPPCC Conferences. This flight highlights the power and breadth of GEE's connectivity system and we're excited to continue working closely with Air China on its IFE&C solution."

### About Global Eagle Entertainment

Global Eagle Entertainment Inc. (Nasdaq:ENT) is a worldwide provider of media content, technology, and connectivity solutions to the travel industry. Through the industry's most comprehensive product and services platform, Global Eagle Entertainment provides airlines with a wide range of inflight solutions. These include Wi-Fi, movies, television, music, interactive software, as well as portable IFE solutions, content management services, e-commerce solutions and original content development. Serving over 150 airlines worldwide,

Global Eagle Entertainment delivers exceptional quality and value to its customers to help them achieve their passenger experience objectives. The company's headquarters are located in Los Angeles, California, with offices and teams located in North America, Asia, the Middle East, Europe, Africa, Oceania and South America. Find out more at [www.geemedia.com](http://www.geemedia.com).

### Forward-Looking Statements

We make forward-looking statements in this press release. These forward-looking statements relate to expectations or forecasts for future events, including without limitation, our earnings, revenues, expenses or other future financial or business performance or strategies, or the impact of legal or regulatory matters on our business, results of operations or financial condition. These statements may be preceded by, followed by or include the words "may," "might," "will," "will likely result," "should," "estimate," "plan," "project," "forecast," "intend," "expect," "anticipate," "believe," "seek," "continue," "target" or similar expressions. These forward-looking statements are based on information available to us as of the date they were made, and should not be relied upon as representing our views as of any subsequent date. These forward-looking statements are subject to a number of risks and uncertainties, including without limitation those risks and uncertainties described in our most recent annual report on Form 10-K, as amended, and subsequently filed reports on Form 10-Q, as amended. As a result, our actual results or performance may be materially different from those expressed or implied by these forward-looking statements. We do not undertake any obligation to update forward-looking statements to reflect events or circumstances after the date they were made, whether as a result of new information, future events or otherwise, except as may be required under applicable securities laws.

CONTACT: Press:

Melissa Pauleat  
+1 514-864-5793  
[pr@geemedia.com](mailto:pr@geemedia.com)

Investor relations:

Kevin Trosian  
+1 310-740-8624  
[investor.relations@geemedia.com](mailto:investor.relations@geemedia.com)

Source: Global Eagle Entertainment