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# **Nok Air Launches Free Inflight WiFi Utilizing Global Eagle Entertainment's Connectivity System Through Thaicom's Inflight Connectivity Broadband Service**

LOS ANGELES, Sept. 23, 2014 (GLOBE NEWSWIRE) -- Global Eagle Entertainment Inc. (Nasdaq:ENT), a worldwide leading provider of content, connectivity and digital media solutions to airlines, today announced that its customer, Nok Air, has officially launched its free inflight connectivity solution. Satellite connectivity is provided through Thailand's satellite leader, Thaicom PLC.

Nok Air today became the first airline in Asia to offer passengers free inflight WiFi connectivity. The airline views free broadband Internet access as a value-added service for its passengers to enhance their travel experience.

Nok Air is the first airline to benefit from a partnership between Global Eagle Entertainment (GEE) and Thaicom Public Company Limited (Thaicom). In addition to Nok Air, GEE and Thaicom will jointly develop, implement and support inflight connectivity solutions for airlines in Thailand and the surrounding region.

"We're very excited to be the first in Asia to offer free inflight WiFi to our passengers on top of our other free services. This is a testament to our promise of being proactive in bringing new and innovative services to our passengers. Inflight WiFi will provide our passengers with a whole new travel experience, as they can still connect to what is important to them at 35,000 feet in the air," stated Patee Sarasin, CEO of Nok Air.

"We are very pleased that Nok Air has confidence in Thaicom's In-Flight Connectivity (IFC) broadband service and we also appreciate the support from our partner, GEE, to jointly deliver the inflight connectivity solution," added Suphajee Suthumpun, Chairman of the Executive Committee and CEO, Thaicom PLC. "This cooperation has empowered Thaicom to provide inflight connectivity to Nok Air's passengers and this service is the first time in Asia to enable state-of-the-art inflight connectivity through hi-speed broadband on Ku-band. The service will provide Nok Air passengers with a superior inflight broadband experience and Thaicom is confident that the inflight connectivity service will create an added value to Nok Air and a more enjoyable experience for its passengers."

"We're thrilled with the launch of another customer as we bring market-leading connectivity and content solutions to Nok Air and its passengers," said Dave Davis, Chief Executive Officer of Global Eagle Entertainment. "We believe our satellite connectivity service, which operates both over land and water, provides the optimal solution for Nok Air, which has many flights on over-water routes to vacation destinations. Supported by our partnership with

Thaicom, we remain focused on further expanding our presence across the growing South East Asia region."

#### About Global Eagle Entertainment (GEE)

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, GEE 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, GEE 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.globaleagleent.com](http://www.globaleagleent.com)

#### About Nok Air

Nok Air is Thailand's homegrown premium low cost airline, and the leading domestic carrier with the most extensive coverage plan. Established in 2004, Nok Air operates from Bangkok's Don Mueang International Airport with a fleet of 16 Boeing 737-800, 2 ATR 72-500, and 1 Q400 NextGen aircraft, serving 24 domestic routes and 1 international route. Fleet expansion is in place with confirmed orders for 6 Bombardier Q400 NextGen, and 7 Boeing 737-800 Next-Generation and 8 Boeing 737 Max aircraft. Nok Air passengers enjoy complimentary services such as seat selection, inflight snack, 15kg of luggage, a cutting-edge distribution and payment channel, and now Wi-Fi onboard. For more information, please visit: [www.NokAir.com](http://www.NokAir.com)

#### About Thaicom

Thaicom Public Company Limited, a leading Asian satellite operator, was established in 1991 with unique proposition in providing integrated solutions for satellite broadcast and broadband. The Company houses high profiled engineering teams to provide leading-edge innovative solutions on telecommunication and satellite that answer every need with a full spectrum of services. Until now, Thaicom has launched six satellites into the orbit; three satellites are in operations. THAICOM-5 and THAICOM-6 are a "Hot Bird" broadcasting satellite for Thailand and SE Asia, boarding more than 600 TV channels, coverage over Thailand, SE Asia and Africa (by the name "Africom-1"). THAICOM-4 (IPSTAR) is the world's first broadband satellite and is providing broadband services to 14 countries across Asia-Pacific region. With the unique performance and technology of THAICOM-4, the Company has provided its solutions to many countries in the region to enable the broadband connectivity everywhere, also to recover communication networks at the time of disasters.

In 2014, THAICOM-7 will be launched in addition to existing satellite while THAICOM-8 has been under the production process which will finally also be launched to the "Hot Bird", 78.5 degrees EAST around the first half of 2016. The new bird will increase more transponders that serve the countries in Asia and Africa.

Thaicom PLC is listed on the Stock Exchange of Thailand (SET) under the trade symbol "THCOM".

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