

September 30, 2015



# Etihad Airways and Global Eagle Partner to Deliver IFE Content Across Six Partner Airline Fleets

## Consistent Passenger Experience, Proven Content Solutions, Breadth of Offerings Key Factors

LOS ANGELES, Sept. 30, 2015 (GLOBE NEWSWIRE) -- Global Eagle Entertainment Inc., (Nasdaq:ENT) ("GEE") a worldwide provider of aircraft connectivity systems, operations solutions and media content to the travel industry, today announced a major agreement with Etihad Airways to provide inflight entertainment (IFE) content aboard six airlines of Etihad Airways Partners.

Etihad Airways, one of the largest airlines in the Middle East, has spearheaded this innovative IFE initiative, the first of its type in the industry, to provide an enhanced and consistent passenger experience while also generating cost efficiencies across participating carriers, including India's Jet Airways, Germany's airberlin, Alitalia of Italy, Air Seychelles of the Seychelles Islands, and Serbia's national airline Air Serbia. Guests will notice an increase in movie choices on all airlines.



Global Eagle Entertainment Logo

Etihad Airways Partners, which collectively serves more than 330 destinations, flies nearly 700 aircraft and carries over 100 million passengers annually, has partnered with Global Eagle Entertainment to provide a compelling mix of movies, TV shows, music, games and other content to the seventh largest airline group in the world.

"GEE is a clear global IFEC leader that has demonstrated a deep understanding of our business over the past decade, providing the content at the core of our passenger entertainment experience," said Calum Laming, Vice President of Guest Experience for Etihad Airways. "Now our partner airlines, Jet Airways, airberlin, Alitalia, Air Seychelles and Air Serbia, can provide a compelling and consistent passenger experience together through GEE aboard flights to more than 330 destinations worldwide.

"GEE is honored to expand our longstanding alliance with Etihad Airways and a forward-thinking group of regional and global airlines, through an innovative agreement and partnership committed to delivering a cost-effective and reliable passenger IFE experience across six airlines," noted Walé Adepoju, Chief Commercial Officer for GEE. "As one of the fastest growing airlines in the world, Etihad Airways is helping to set the highest inflight entertainment standards in unique and creative ways."

## **About Etihad Airways Partners**

Etihad Airways Partners is a unique and exciting new development. Participating airlines – Alitalia, Jet Airways, airberlin, Air Serbia, Air Seychelles and Etihad Regional – have joined together to give more choice. A combined network of 330 destinations across six continents gives air travelers the ease of one booking, one ticket and the flexibility to find the most convenient times for their journey. With high standards of comfort and hospitality on the ground and in the skies, Etihad Airways Partners aim to deliver a consistent experience, no matter which airline the guest flies with. Frequent flyer members will enjoy standardized mileage and tier benefits across all partners, such as no black-out periods and priority services.

## **About Global Eagle Entertainment (GEE)**

Global Eagle Entertainment Inc. (Nasdaq:ENT) is a worldwide provider of aircraft connectivity systems, operations solutions and media content to the travel industry. Through the industry's most comprehensive product and services platform, Global Eagle Entertainment provides airlines with a wide range of in-flight 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 more than 200 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: Jenelle Benoit  
Director, Marketing & Communications  
+1 310-321-6612  
[pr@geemedia.com](mailto:pr@geemedia.com)

Kevin Trosian  
Vice President, Corporate Development and Investor Relations  
+1 310-740-8624  
[investor.relations@geemedia.com](mailto:investor.relations@geemedia.com)

**Source: Global Eagle Entertainment**