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# GEE Unveils Groundbreaking Entertainment Platform to Stream In-Flight Movies and Content

LOS ANGELES, April 06, 2016 (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 the launch of Entice, GEE's next generation platform for wireless inflight entertainment (IFE) on passenger devices. The ground-breaking new product bundles proven hardware, software, content and services, transforming the inflight passenger experience.

Entice (***E**ntertainment, **I**nformation, **C**ommunication and **E**-Commerce*) is reshaping the IFE market for airlines that have not traditionally offered inflight content options. It further provides carriers with a new and more personalized option to extend their existing IFE footprint.

Entice brings a new wave of entertainment and interactive solutions, including:

- **Supersized content:** Offering up to 10,000 hours of content, Entice has an unprecedented library of popular titles, including movies and television shows from around the world.
- **Personalized entertainment:** Entice's intelligent user profiling capability provides relevant content recommendations and a more seamless experience from flight to flight.
- **Passenger engagement:** Airlines can gain valuable insight through comprehensive usage reporting and analytics, enabling more targeted advertisements and offers.

Entice is powered by GEE's award-winning Airtime platform, which delivers unrivaled service on over 700 aircraft today. As an integrated streaming solution, Entice is bundled and sold with a single, all-inclusive monthly recurring charge for hardware, software, content and services, thus removing management complexities for airlines. Detailed analytics optimize the delivery of targeted advertisements and the solution can be coupled with generating sales and integration with onboard operations.

Entice has market leading storage capacity of up to 10,000 hours of content. Standard content features a broad mix of movies, TV, games and music. Premium upgrade options include new release titles, digital publications, near-live news and sports, and destination information. Entice is also ready for upgrade to Ku- or Ka-band satellite connectivity with high speed Internet and live content.

"Entice is a cutting-edge inflight solution developed to help global airlines offer personalized passenger entertainment," explained Alexis Steinman, SVP of Digital Media Solutions for GEE. "The volume of content and intuitive browsing deliver an experience comparable to popular home streaming services. It is the perfect solution for airlines seeking a new

generation of IFE.”

To see a demonstration and learn more about Entice, please visit GEE at the AIX Expo in Hamburg in Hall B4, Booth 4A08.

### **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.

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