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# **Global Eagle Entertainment Announces Major Sports Content Deal to Deliver UEFA Club Football to Cruise Ships Worldwide**

## **UEFA Champions League and UEFA Europa League Tournament Matches to Anchor Satellite Channel PrimeTelly's New Sports Line-up**

LOS ANGELES, March 20, 2014 (GLOBE NEWSWIRE) -- Global Eagle Entertainment Inc. (Nasdaq:ENT), the leading international provider of satellite-based inflight WiFi and device-based entertainment for the global travel industry and UEFA, the Union of European Football Associations, announced today a new partnership to show UEFA Champions League and UEFA Europa League tournament matches on cruise ships.

Global Eagle will distribute UEFA games to cruise ships on the premium satellite TV channel PrimeTelly, which along with channels Prime US and Engage, is delivered over MTN Communication's powerful worldwide satellite network through Media Orbit Networks. For PrimeTelly, the partnership provides a new level of premium sports content to the channel line-up.

"UEFA Club Football has never been more popular or thrilling than it is today, which is why this partnership with UEFA is so exciting for us and our cruise ship customers," Andy McEwan, Senior Vice President, Inflight Entertainment Content for Global Eagle Entertainment. "Through our Media Orbit Networks, we have long provided an exceptional blend of content to cruise ships worldwide, and the next frontier has always been to develop PrimeTelly into a comprehensive entertainment channel with global appeal. Clearly, the UEFA club competitions are exactly the right content for such a channel and we look forward to continuing to create value for our global cruise ship customers and the passengers they serve."

UEFA Champions League and UEFA Europa League tournaments are among the most-watched sporting events in the world. Broadcast in over 100 countries each year, with commentary provided in more than 50 languages, final tournament viewership has surpassed the Super Bowl's in recent years. Through this new partnership, Global Eagle will broadcast a minimum of one UEFA Europa League and two Champions League games per week during the season and both finals.

The UEFA Europa League and UEFA Champions League knock-out phases continue this month, with the respective Finals in May.

### **About Global Eagle**

Global Eagle Entertainment Inc. is the leading full service provider of content and

connectivity to the worldwide airline industry. Through its combined content, distribution and technology platforms, Global Eagle provides airlines and the millions of travelers they serve with the industry's most complete offering of in-flight video content, e-commerce and information services. Global Eagle provides airline passengers with Internet access, live television, shopping, and travel-related information. Global Eagle has the largest number of satellite-based inflight connectivity systems operating in the world today, with installations on more than 540 aircraft. In addition, Global Eagle provides film and television content, games and applications to more than 150 airlines worldwide. Global Eagle is headquartered in Los Angeles, California and maintains offices and support personnel around the world. Find out more at [www.globaleagleent.com](http://www.globaleagleent.com).

## **About TEAM Marketing**

TEAM Marketing AG is the exclusive marketing agency of UEFA for the exploitation of certain media and commercial rights relating to the UEFA Champions League, UEFA Super Cup and UEFA Europa League.

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