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## **Wireless Inflight Entertainment Takes Off on CEBU Pacific Air With KID Systeme's SKYfi Platform Powered by Global Eagle Entertainment's WISE(TM)**

LOS ANGELES, Oct. 29, 2014 (GLOBE NEWSWIRE) -- Global Eagle Entertainment Inc. (Nasdaq:ENT), a worldwide leading provider of content, connectivity and digital media solutions to airlines, today announced a new deployment of its WISE™ wireless inflight entertainment solution within the onboard connectivity platform SKYfi developed by KID Systeme GmbH, a division of Airbus, and installed on CEBU Pacific Air (PSE:CEB), the largest airline in the Philippines.

Since June 2014, several of CEBU's new A330 widebody aircraft operating on regional and international flights have been equipped with KID Systeme's SKYfi portfolio, offering connectivity and content streaming to passengers' personal electronic devices. CEBU utilizes its A330 aircraft on flights from Manila to Dubai, Sydney, Kuwait, Riyadh, Dammam, Singapore and Incheon, among others.

WISE™ provides the software backbone for SKYfi wireless inflight entertainment as well as a complete content program including movies and TV shows approved for streaming with digital rights management (DRM) by major Hollywood studios.

Through GEE's strategic partnership with KID Systeme, WISE™ is integrated on KID's widespread 'ALNA' hardware platform, a linefit product on Airbus aircraft. GEE will also provide its extensive content management and delivery expertise to airline customers, producing and delivering a full range of software solutions, local and international content selection and distribution, technical services and support.

This initial launch of SKYfi will allow CEBU to gauge the popularity of its wireless content and connectivity product with passengers.

"We're pleased with the current performance of our SKYfi product featuring WISE™ which marks an important step in the deployment of a strong wireless inflight entertainment and connectivity offering to the airline market," commented Manfred Brunke Product Manager at KID Systeme GmbH.

"Our partnership with KID Systeme will provide our robust content-rich and hardware agnostic wireless entertainment solution to KID Systeme and airline customers, and we're delighted that the program is going according to plan on board CEBU," said Alexis Steinman, Senior Vice President, Software & Development at GEE.

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

#### About WISE™

WISE™, Wireless Inflight Services and Entertainment, is a wireless inflight entertainment (IFE) software platform that allows passengers to stream a variety of content on their personal electronic devices during their flight. Designed to work with or without inflight connectivity, WISE™ is a hardware agnostic solution and has been selected by several renowned hardware partners as the backbone for their inflight wireless streaming offerings. Through these partners, WISE™ allows airlines to benefit from a complete content delivery chain ranging from software solutions to local and international content selection, distribution, technical services, delivery and support.

#### About KID Systeme GmbH

KID-Systeme is the world leading cabin electronics expert in providing In Seat Power solutions. Focused on cabin electronic systems, KID started their business with their innovative In Seat Power supply system. With a permanent development of its product portfolio KID is able to offer complete cabin system solutions in the field of Connectivity and Power today.

As well as being headquartered in Buxtehude near Hamburg in Germany, where all design and manufacturing takes place, KID-Systeme also has service centers in Beijing, Buxtehude, Dallas, Dubai, Sao Paulo and Seattle. These service centers provide full servicing, combined with a 24/7 Aircraft on Ground support and spares service.

KID-Systeme supplies the world's leading aircraft manufacturers, including Airbus, Boeing and Embraer.

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

Maren Muentz  
PR/Communications  
KID-Systeme GmbH  
Phone (+ 49 40) 743 - 712 45  
Fax (+ 49 40) 743 - 838 29  
[maren.muente@kid-systeme.com](mailto:maren.muente@kid-systeme.com)

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