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# Global Eagle Entertainment Adds Destination Videos to Its IFE Content and Digital Media Solutions Catalog

LOS ANGELES, May 28, 2015 (GLOBE NEWSWIRE) -- Global Eagle Entertainment Inc. ("GEE") (Nasdaq:ENT), a market-leading media and connectivity provider to the travel industry, today announced a partnership with A Look At Media Ventures, a leading developer of destination videos, to offer destination video infotainment content to airline customers.

Destination videos are a popular form of digital city-guides that feature professionally produced videos introducing travelers to a range of attractions and services. In addition to complementing GEE's expanding portfolio of in-flight entertainment (IFE) content and digital media solutions, the partnership with A Look At Media will enable GEE to explore new ancillary revenue opportunities for airlines through advertising by local businesses, attractions and event organizers.

Global Eagle Entertainment Logo

A Look At Media produces destination-specific programming showcasing high-quality videos about cities across the U.S. Its 30-minute programs, which are designed specifically for the IFE market, include detailed infotainment regarding shopping, dining, nightlife & entertainment, as well as sightseeing & attractions.

"Passengers and airlines are increasingly looking for destination information that is provided in a compelling and entertaining digital format," commented Robin Cole, Vice President of Global Business Development and Marketing at GEE. "GEE's partnership with A Look At Media supports our strategy of transforming IFE into a more personalized infotainment platform. It provides relevant and destination-specific content to passengers, while also enabling an attractive ancillary revenue channel for airlines."

Fred Mullins, Founder and CEO of A Look At Media, added: "We're excited to partner with GEE, the market leading provider of IFE content and digital media solutions. Passengers have become accustomed to reading about destination attractions in airline magazines, so this new digital format extends an airline's existing IFE offering while driving visibility and revenue for local businesses and attractions."

Passengers wishing to purchase tickets or follow-up on information they have viewed during their flight can download the A Look At Media mobile app or visit the website when reaching their destination.

## About Global Eagle Entertainment (GEE)

GEE (Nasdaq:ENT) is a market-leading media and connectivity company to the travel industry. The company supports airlines and other travel industry sectors with a wide range of connectivity, content, digital media and operations data solutions. GEE's comprehensive portfolio of products and services includes WiFi, movies, television, music, as well as wireless entertainment and digital media solutions. Serving approximately 150 airlines worldwide and the maritime industry, 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.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: Kevin Trosian  
Vice President, Corporate Development and Investor Relations  
+1 310-740-8624  
[investor.relations@geemedia.com](mailto:investor.relations@geemedia.com)  
[pr@geemedia.com](mailto:pr@geemedia.com)

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