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# Global Eagle and Cupcake Digital Sign Storybook Deal to Add Blockbuster Children's Books to Inflight Entertainment

## Best-Selling Children's Titles Among Additions to GEE AIRREAD App

LOS ANGELES, Sept. 30, 2015 (GLOBE NEWSWIRE) --[Global Eagle Entertainment Inc.](#) ("GEE") (Nasdaq:ENT), a worldwide provider of aircraft connectivity systems, operations solutions and media content to the travel industry, today announced a new content agreement with Cupcake Digital to feature dozens of recognized children's storybooks on GEE's inflight entertainment lineups offered to airlines around the world.

Young passengers will have access to more than 80 digital children's books and audio book experiences created from modern classics such as *Strawberry Shortcake* and *The Smurfs* as well as big screen adaptations like *How to Train Your Dragon* and *Rio*. Kids of all ages will be able to view the Cupcake Digital children's content on the airline's in-seat entertainment systems using GEE's AIRREAD service or on their own smartphones and tablets via the GEE AIRTIME portal. Airlines can purchase GEE's "Children's Read-Aloud Books by Cupcake Digital" app for in-seat use or they can choose from 80+ storybooks and select content for their wireless IFE.

Global Eagle Entertainment Logo

"Reading is a favorite inflight pastime at any age, so GEE has partnered with Cupcake Digital to help redefine inflight entertainment with these memorable children stories. These great digital publications are sure to contribute to a great travel experience for even the youngest passengers aboard the flights we serve," explained Alexis Steinman, Senior Vice President of Digital Media Solutions for GEE. "Cupcake Digital is a tremendous innovator and creator of children's story experiences that are a great addition to GEE's inflight entertainment offering to airlines around the world."

"Cupcake Digital works with major entertainment companies to develop compelling children's story experiences for youngsters and the young of heart. We are thrilled to be able to extend our reach to young airline passengers through the world's leading inflight entertainment provider, GEE," noted Woody Sears, Chief Revenue Officer, Cupcake Digital. "Children's storybooks are a big part of growing up and learning to read, and now they're an important and engaging part of air travel for kids."

AIRREAD is the world's leading inflight entertainment digital electronic reader. Currently featured on more than 850 aircraft globally, AIRREAD enables passengers to access a library of reading content, including magazines, newspapers, books and audio books. Global

Eagle Entertainment delivers more than 500,000 content titles in 50 languages to more than 150 airlines worldwide every year. The partnership between GEE and Cupcake Digital helps to ensure that there are great inflight entertainment choices for passengers of all ages.

### **About Cupcake Digital**

Cupcake Digital is a leading developer of award-winning apps for children. We bring beloved characters such as Peanuts, Strawberry Shortcake, Yo Gabba Gabba!, RIO, How To Train Your Dragon, The Smurfs, Madagascar, Shrek, Kung Fu Panda, Wow! Wow! Wubbzy!, and many others to life in enhanced storybook, imaginative play and learning apps. Our team of designers, developers, marketers and all-around app lovers come together to make digital products that kids love and parents value. Cupcake Digital apps are widely available to consumers on the App Store, Amazon Appstore for Android, Google Play, Barnes & Noble App Store for NOOK and others for a wide variety of devices. For more information about Cupcake Digital, please visit [www.cupcakedigital.com](http://www.cupcakedigital.com).

### **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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