

April 25, 2016



# Global Eagle and RTL International Sign Exclusive Agreement to Serve TV Aboard Cruise Ships

**Alliance delivers German TV channel to 27 cruise lines and 130+ ships globally**

LOS ANGELES, April 25, 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 an exclusive agreement with RTL International to provide a new German Premium TV channel to cruise ships around the world.



The new alliance brings together GEE, with its vast content experience and network of partnerships serving the global maritime market, and RTL, the leading provider of German television programming. As part of the agreement, GEE will deliver RTL's German TV channel to 27 cruise lines and more than 130 ships serving about ten million passengers a year.

In partnership with EMC and its global satellite-delivered TV network, GEE provides the reliable and secure delivery of television content for about half of the cruise line market around the world. The newly launched RTL International serves German, Austrian and Swiss tourists and business travelers with a wide range of German television content, including news, as well as lifestyle programming, popular TV series and an assortment of viewer favorites.

"Cruise lines are one of the fastest growing sectors of the maritime industry around the globe, and German tourism is a huge driver of that phenomenal growth. German tourists represent the third largest passenger group aboard cruise ships today," noted Andy Brown, director of strategy and business development for GEE. "The addition of RTL International's premium content to our overall programming lineup allows us to further enrich and tailor the entertainment experience to meet the unique needs of the cruise passengers we serve

around the world.”

“This exciting partnership with GEE enables us to extend our reach into the global maritime market and accompany our German and German-speaking audiences during their travels aboard cruise ships throughout the world,” said Stefan Sporn, senior vice president of international distribution for RTL International. “Even as our viewers travel and vacation, they can stay up to date with their favorite shows and informed of the latest news from Germany and across the globe.”

### **About Mediengruppe RTL Deutschland**

Mediengruppe RTL Deutschland is the leading provider of German audiovisual content. Its television channels alone reach a daily average of 60 million people in Germany. In free-TV RTL, VOX, n-tv and RTL NITRO, as well as shareholdings in SUPER RTL and RTL II have made RTL International the most successful private television broadcaster. While RTL Crime, Passion, RTL Living and GEO Television provide a strong Pay TV segment and complement to the overall channel offering. RTL International is the company’s first general interest and entertainment channel for worldwide distribution. The shareholder of Mediengruppe RTL Deutschland situated in Cologne, is the RTL Group SA, with its headquarters located in Luxembourg and its majority shareholder Bertelsmann SE & Co. KGaA (Gütersloh, Germany).

### **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).

Contact:

Jenelle Benoit  
Director, Marketing & Communications  
+1 310-321-6612  
[pr@geemedia.com](mailto:pr@geemedia.com)

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



Source: Global Eagle Entertainment Inc.