

July 22, 2014



Southwest Airlines® Adds Cartoon Network To Free Inflight Entertainment Line-Up

Cartoon Network is First Children's Network on the Airline's Free Live Television Platform Provided through Global Eagle Entertainment

DALLAS and ATLANTA, July 22, 2014 /PRNewswire/ -- [Southwest Airlines](#) (NYSE: LUV) and Turner Broadcasting System, Inc. announced today it will add [Cartoon Network](#) to the carrier's inflight entertainment portal, which streams free live television programming to passengers' WiFi-equipped personal electronic devices at all phases of flight, compliments of DISH®. Content from Cartoon Network's popular programming such as *Adventure Time*, *Regular Show*, *The Amazing World of Gumball*, and *Ben 10 Omniverse* is now available for inflight viewing. Cartoon Network is the airline's first complete child-centric programming being offered onboard all Southwest WiFi-equipped aircraft, representing nearly 80 percent of the airline's fleet. The streaming TV service is provided through leading inflight content and connectivity partner [Global Eagle Entertainment Inc.](#) (Nasdaq: ENT). Cartoon Network programming is being provided by Turner Private Networks, a subsidiary of Turner Broadcasting that creates and distributes content for out-of-home networks.

"The addition of Cartoon Network to our breadth of programming is a big win for Southwest and our Customers," said Kevin Krone, Southwest Airlines Chief Marketing Officer. "This partnership with Turner and GEE continues to drive Customer value for our brand and even more choices for entertainment onboard."

"We're thrilled to partner with Southwest Airlines to offer some of our most popular programming from Cartoon Network to its passengers," said Debbie Cooper, president of Turner Private Networks. "Being the first children's network to be added to their TV lineup speaks volumes about the value of Cartoon Network and the importance of offering child-friendly content inflight as a viewing option for families during travel."

"As Southwest's partner to drive an enhanced and engaging passenger flight experience, we're excited to continue to add new services and content for passengers of all ages," said Wale Adepoju, EVP Customer Solutions for Global Eagle Entertainment. "We're seeing a rapidly growing trend among airlines to increase the content available to passengers. The addition of the Cartoon Network to Southwest's already broad live television offering is an excellent example of this."

Global Eagle Entertainment's live television platform is available to more than 100 million passengers each year on Southwest Airlines. It represents the first commercial offering of live television, operating via Internet Protocol television (IPTV) technology, streamed to passengers' own WiFi-enabled devices, and allows them to choose what to watch and stay connected to the world. The live television service is available to Customers gate-to-gate, and is currently free of charge to passengers, compliments of DISH®.

About Southwest Airlines Co.

In its 44th year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other carriers with exemplary Customer Service delivered by more than 45,000 Employees to more than 100 million Customers annually. Based on the most recent data available from the U.S. Department of Transportation, Southwest is the nation's largest carrier in terms of originating domestic passengers boarded. The airline also operates the largest fleet of Boeing aircraft in the world to serve 93 destinations in 40 states, the District of Columbia, the Commonwealth of Puerto Rico, and five near-international countries. Some flights are operated by wholly owned subsidiary AirTran Airways. Southwest is one of the most honored airlines in the world, known for its triple bottom line approach that takes into account the carrier's performance and productivity, the importance of its People and the communities it serves, and its commitment to efficiency and the planet. The 2013 Southwest Airlines One Report™ can be found at southwest.com/citizenship.

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel described by the U.S. Department of Transportation as "The Southwest Effect," a lowering of fares and increase in passenger traffic wherever the carrier serves. With Southwest Airlines, Bags Fly Free® (first and second checked pieces of luggage, size and weight limits apply), and there are no change fees (fare difference may apply) when you need to change your flight. Southwest's fleet offers leather seating and the comfort of full-size cabins, a majority of which are equipped with satellite-based WiFi connectivity over the United States, which enables live and video-on-demand TV currently FREE compliments of DISH, and a new, sustainable cabin interior. Southwest acquired AirTran Airways in May 2011 and by the end of 2014 intends to complete the full integration of the AirTran network into Southwest. With 41 consecutive years of profitability, the People of Southwest and AirTran operate more than 3,600 flights a day. Southwest Airlines' frequent flights and low fares are available online at southwest.com or by phone at 800-I-FLY-SWA.

About Cartoon Network

Cartoon Network (CartoonNetwork.com) is regularly the #1 U.S. television network in prime among boys 6-11 & 9-14. Currently seen in 99 million U.S. homes and 194 countries around the world, Cartoon Network is Turner Broadcasting System, Inc.'s ad-supported cable service now available in HD offering the best in original, acquired and classic entertainment for kids and families. In addition to Emmy-winning original programming and industry-leading digital apps and online games, Cartoon Network embraces key social issues affecting families with solution-oriented initiatives such as Stop Bullying: Speak Up and the Move It Movement. Turner Broadcasting System, Inc., a Time Warner company, creates and programs branded news, entertainment, animation and young adult media environments on television and other platforms for consumers around the world.

About Global Eagle Entertainment

Global Eagle Entertainment Inc. (Nasdaq: ENT) is a worldwide provider of entertainment media, technologies and connectivity solutions to the travel industry. Through the industry's most comprehensive product and services platform, Global Eagle Entertainment provides airlines and the millions of passengers they serve with a wide range of inflight solutions, including Wi-Fi, movies, television, music, games and infotainment applications, 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 Marina Del Rey, 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

SOURCE Southwest Airlines