

September 11, 2013



## **Global Eagle Entertainment Announces Memo of Understanding With TVplus to Explore In-Flight Interactive Video**

ANAHEIM, Calif., Sept. 11, 2013 (GLOBE NEWSWIRE) -- Global Eagle Entertainment, Inc. (Nasdaq:ENT) announced it has signed a Memo of Understanding ("MOU") with TVplus to jointly market its award-winning interactive video platform to global airlines.

TVplus will accompany Global Eagle in their booth at the Airline Passenger Experience Association (APEX) / International Flight Services Association (IFSA) EXPO at the Anaheim Convention Center from September 9 through 13, 2013 to demonstrate its second-screen technology.

As the provider of a leading full-service platform offering both content and connectivity for the worldwide airline industry, Global Eagle continues to invest in the technologies and trends that can deliver better experiences for passengers' inflight.

The TVplus technology powers second screen and interactive video applications for 5 of the 8 largest TV network families in the United States as the trend toward multi-screen interaction and video interactivity continues to grow.

"A robust second-screen experience has been a growing trend within inflight entertainment and is something we're evaluating as another key feature for our customers," said John LaValle, Chief Executive Officer of Global Eagle Entertainment. "TVplus offers a proven, end-to-end platform that is easy to deploy, manage and evolve with our customers' needs. We're excited to explore the development of a second-screen offering that utilizes TVplus' technology in line with our focus on offering our customers the most advanced inflight entertainment available."

Added Randy Shiozaki, Co-Founder of TVplus, "Our proven technology and content platform powers highly engaging, multi-screen experiences for some of the highest rated shows on TV. Global Eagle is the ideal partner to work with to bring new levels of engagement and monetization to the airline industry and its consumers."

Demonstrations will occur in booth #1012 throughout the APEX/IFSA EXPO.

### **About Global Eagle Entertainment, Inc.**

Global Eagle Entertainment Inc. is the only full service platform offering both content and connectivity for the worldwide airline industry. Through its combined content, distribution and technology platforms, Global Eagle provides airlines and the millions of travelers they serve with the industry's most complete offering of in-flight video content, e-commerce and information services. Through its Row 44 subsidiary, Global Eagle utilizes Ku-band satellite

technology to provide airline passengers with Internet access, live television, shopping and travel-related information. Currently installed on more than 500 aircraft, Row 44 has the largest fleet of connected entertainment platforms operating over land and sea globally. In addition, through its AIA division, Global Eagle provides film and television content, games and applications to more than 130 airlines worldwide. Global Eagle is headquartered in Los Angeles, California and maintains offices and support personnel around the world. Find out more at [www.globaleagleent.com](http://www.globaleagleent.com).

## About TVplus

TVplus ([www.tvplus.com](http://www.tvplus.com)) is an award-winning social and interactive technology company that delivers rich, engaging video experiences for any screen. The TVplus platform provides partners an end-to-end solution for creating, managing and syndicating interactive content, thereby enabling new forms of monetization and consumer engagement. TVplus powers applications for TV's highest rated shows for 5 of the 8 largest network families in the US and has received industry accolades from CableLabs, the Social TV Summit, and the 2<sup>nd</sup> Screen Summit. For more information, please visit [www.tvplus.com](http://www.tvplus.com).

CONTACT: Global Eagle Entertainment Media Contact:  
Karin Pellmann  
Communications for Global Eagle Entertainment  
[kpellmann@row44.com](mailto:kpellmann@row44.com)  
646-515-6933

Global Eagle Entertainment Investor Contacts:  
Chris Plunkett or Brad Edwards  
Brainerd Communicators, Inc.  
(212) 986-6667  
[plunkett@braincomm.com](mailto:plunkett@braincomm.com)  
[edwards@braincomm.com](mailto:edwards@braincomm.com)

Source: Global Eagle Entertainment