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# Global Eagle Entertainment Launches New Brand Identity, Underlining Its Innovative and Integrated Solutions for Customers

LOS ANGELES, Sept. 9, 2014 (GLOBE NEWSWIRE) -- Global Eagle Entertainment Inc. (Nasdaq:ENT), a worldwide leading provider of content, connectivity and digital media solutions to airlines, today announced the launch of a new corporate brand image and logo. The design reflects the company's evolution in becoming an integrated supplier of inflight entertainment and connectivity, providing digital media solutions to the travel industry.

The new brand incorporates a fresh logo design and modern color palette, highlighting Global Eagle Entertainment's (GEE) leadership, adaptability and forward-thinking in the industry. The design also underlines GEE's commitment to providing innovative and market-leading services to its customers and partners with a recognizable identity that represents the integrated array of products and services in its portfolio.

The new visual identity will be officially unveiled at the [Airline Passenger Experience Expo](#) (APEX Expo) in Anaheim during the week of September 15<sup>th</sup>, where the company will be exhibiting and sponsoring key events.

"We're excited to unveil the next step of our company's evolution through our new brand identity," explained Dave Davis, CEO of GEE. "The brand was designed by our creative group and is the culmination of unifying our different teams across the globe to meet the needs of our customers through an integrated approach to our business."

## About Global Eagle Entertainment

Global Eagle Entertainment Inc. (Nasdaq:ENT) is a worldwide provider of media content, technology, and connectivity solutions to the travel industry. Through the industry's most comprehensive product and services platform, Global Eagle Entertainment provides airlines with a wide range of inflight 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 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 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.globaleagleent.com](http://www.globaleagleent.com)

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