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Global Eagle Entertainment Provides Hong Kong Airlines With a Full Suite of Content Services

LOS ANGELES, Jan. 6, 2015 (GLOBE NEWSWIRE) -- Global Eagle Entertainment Inc. (Nasdaq:ENT), a worldwide leading provider of content, connectivity and digital media solutions to airlines, has been selected by Hong Kong Airlines to provide inflight entertainment (IFE) and content services for their entire fleet.

Global Eagle Entertainment (GEE) provides Hong Kong Airlines (HKA) with an array of regional and international content including movies, TV programming and audio for their seat-back and wireless AVOD systems, providing their customers with a superior passenger experience.

Global Eagle Entertainment Logo

HKA is an internationally acclaimed carrier and flies routes throughout Asia, including Beijing, Shanghai, Sanya, Bangkok, Bali and Okinawa.

To enhance the content onboard HKA, GEE also provides a catalog of regional and international digital publications for the airline's digital wireless eReader. Local and international publishers have been instrumental in helping to make the deployment of digital publications possible, including Asia Review of Books, Bookworm Club, Haymarket Media Limited, Hwa Ker Publishing Co. Ltd., New Media Group, and Random House LLC.

"We're thrilled to offer Hong Kong Airlines a robust IFE program and to support the airline's wireless strategy through relevant and engaging content services," commented Walé Adepoju, Executive Vice President and Chief Commercial Officer at GEE.

"Hong Kong Airlines has received a four-star rating from SKYTRAX for three consecutive years and we aim to continue to provide the same level of excellent service and quality IFE to our passengers with our content partner GEE," added Mr. Stanley Kan, Hong Kong Airlines Director of Service Delivery.

About Global Eagle Entertainment (GEE)

Global Eagle Entertainment Inc. (Nasdaq:ENT) is a worldwide provider of content, connectivity and digital media solutions for airlines. Through the industry's most comprehensive product and services platform, GEE 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 over 150 airlines worldwide, Global Eagle 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

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About Hong Kong Airlines

Established in 2006, Hong Kong Airlines has since grown to become an internationally acclaimed carrier. Recognizing the warmth of its service and the quality of its onboard offering, Hong Kong Airlines has been awarded the highly-esteemed 4-star rating from SKYTRAX for three consecutive years. Based in Hong Kong, Hong Kong Airlines' network currently covers almost 30 cities regionally, including Beijing, Shanghai, Sanya, Bangkok, Bali and Okinawa. Our current fleet has 24 aircraft, which includes three Airbus A330-300s, nine Airbus A330-200s and seven A320s, with up-to-date inflight entertainment system and an average age of just 2.6 years as of September 2014. And our cargo fleet consists of five Airbus A330-200Fs. Adhering to the concept of "Fresh and Very Hong Kong", Hong Kong Airlines is committed to "Bringing Greater Journeys Sky High", and is dedicated to providing an extraordinary flight experience to the passengers.

Source: Global Eagle Entertainment