

March 31, 2015



Global Eagle Entertainment's Maritime Business Rebrands to GEE Maritime and Plans New Digital Media Solutions Launch

LOS ANGELES, March 31, 2015 (GLOBE NEWSWIRE) -- Global Eagle Entertainment Inc. ("GEE") (Nasdaq:ENT), a worldwide leading provider of content, connectivity, digital media solutions and operations data services to the travel industry, is delighted to announce the launch of GEE Maritime. GEE Maritime is the company's new brand image and logo for its non-theatrical entertainment and media solutions business to cruise ships, merchant ships and yachts.

Global Eagle Entertainment is a leading provider of non-theatrical entertainment solutions to the cruise ship market, serving over 30 cruise lines worldwide with an extensive catalogue of movies, live news feeds from around the world, and popular TV and sports programming such as exclusive Champions League soccer matches.

Global Eagle Entertainment Logo

The new GEE Maritime brand is aligned with the company's recently launched corporate identity, highlighting GEE's dedication to providing a holistic and integrated approach to its media solutions offering for the travel industry.

GEE Maritime is also actively developing an innovative content portal enabling a suite of wireless entertainment and connectivity-backed services for ship passengers and crews using their personal electronic devices. This Digital Media Solution, which leverages GEE's established technologies for the airline market, will support services such as video-on-demand, fresh content updates and offline transactions, and will enable cruise line operators to explore new onboard revenue opportunities through advertising and brand sponsorships.

"We're proud to unveil the new GEE Maritime brand and logo as part of GEE's portfolio of products and services for the travel industry," commented Robin Cole, Vice President of Marketing and Global Business Development at GEE. "This new brand deployment demonstrates our commitment to providing the global cruise industry with engaging and integrated content offerings. As part of GEE's market-leading travel oriented solutions, GEE Maritime paves the way for our revolutionary digital media and wireless solutions to enhance the entertainment offering on cruises worldwide."

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.geemedia.com

Forward-Looking Statements

We make forward-looking statements in this press release. These forward-looking statements relate to expectations or forecasts for future events, including without limitation, our earnings, revenues, expenses or other future financial or business performance or strategies, or the impact of legal or regulatory matters on our business, results of operations or financial condition. These statements may be preceded by, followed by or include the words "may," "might," "will," "will likely result," "should," "estimate," "plan," "project," "forecast," "intend," "expect," "anticipate," "believe," "seek," "continue," "target" or similar expressions. These forward-looking statements are based on information available to us as of the date they were made, and should not be relied upon as representing our views as of any subsequent date. These forward-looking statements are subject to a number of risks and uncertainties, including without limitation those risks and uncertainties described in our most recent annual report on Form 10-K, as amended, and subsequently filed reports on Form 10-Q, as amended. As a result, our actual results or performance may be materially different from those expressed or implied by these forward-looking statements. We do not undertake any obligation to update forward-looking statements to reflect events or circumstances after the date they were made, whether as a result of new information, future events or otherwise, except as may be required under applicable securities laws.

CONTACT: Press:

Melissa Pauleat
+1 514-864-5793
pr@geemedia.com

Investor relations:

Kevin Trosian
+1 310-740-8624
investor.relations@geemedia.com

Source: Global Eagle Entertainment