

April 8, 2015



Global Eagle Entertainment Partners With Mobile Marketing Company, Waterfall, to Support Inflight Advertising on Airlines

LOS ANGELES, April 8, 2015 (GLOBE NEWSWIRE) -- Global Eagle Entertainment Inc. ("GEE") (Nasdaq:ENT), announced today that it has signed a partnership agreement with Waterfall, the leading cloud mobile marketing platform, to support advertisers running campaigns on GEE's AIRTIME platform in executing mobile customer engagement strategies.

Waterfall's cloud mobile marketing platform combines mobile engagement solutions and customer relationship management (CRM) technologies to help advertisers plan and execute mobile customer engagement strategies.

Global Eagle Entertainment Logo

Through this partnership, GEE enables advertisers on its wireless inflight entertainment and connectivity solution, AIRTIME, to develop more targeted and data-driven campaigns. These, in turn, lead to a better experience for passengers viewing customized and segmented adverts on their mobile devices during their flight.

"We're excited to launch our partnership with Waterfall, which is a market-first," explained Robin Cole, VP of Marketing and Global Business Development at GEE. "Inflight advertising today is still a relatively untapped business opportunity for both airlines and advertisers. Through Waterfall's platform, we're able to support airlines with their ancillary revenue strategies, as well as advertisers looking to invest in the unique inflight environment through our wireless inflight entertainment solution."

"Our partnership with GEE is a great opportunity to bring mobile engagement to the inflight advertising market," added Michael Weaver, SVP of Business Development at Waterfall. "We look forward to working closely with GEE to support airlines and advertisers around the world, by providing a powerful mobile engagement and CRM tool, and a value-add to marketers to run more targeted mobile marketing campaigns."

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

About Waterfall

Waterfall is the evolution of mobile engagement and CRM. We empower brands, retailers and agencies to build meaningful relationships through mobile messaging. After ten years in the mobile space, Waterfall has become an industry leader, offering a best-of-breed software platform, an all-star team and a culture of constant innovation. With Waterfall marketers are able to clearly and effectively engage with the people who matter most: the customers.

Waterfall clients include 7-Eleven, ABC, Acxiom, American Eagle Outfitters, Anheuser-Busch, Constant Contact, Experian, FedEx, Microsoft, Neiman Marcus, Nuance, PETA, Pizza Hut, the U.S. Army. Founded in 2005, Waterfall is headquartered in San Francisco, with offices in Atlanta, Austin, Boston, Los Angeles and New York.

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.

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Source: Global Eagle Entertainment