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Global Eagle Entertainment and Air China Launch Landmark Connectivity Trial

Airconnect Global™ Internet Connectivity and Television Activated on Air China Boeing 777 Aircraft

LOS ANGELES, Nov. 01, 2016 (GLOBE NEWSWIRE) -- [Global Eagle Entertainment Inc.](#) ("GEE") (NASDAQ:ENT) today announced the start of a commercial trial of inflight connectivity and entertainment services on an Air China Boeing 777 aircraft. The commercial trial follows a successful technical trial and will be conducted in partnership with Air China, China Unicom and China Satcom under license from the Chinese Ministry of Industry and Information Technology (MIIT).

GEE's Airconnect Global™ system transforms the flying experience by adding high-value, high-interest connectivity services to internet access. GEE's solution will provide Air China passengers with fast and reliable broadband internet service. The ground-breaking trial also will include an Air China-branded entertainment portal with live streaming of three Chinese-language television stations, video on demand with Hollywood and Chinese content, games and destination guides. This trial is the first in China to offer full-cabin television streaming and is an important milestone in GEE's Chinese growth program, which includes investments in local personnel, engineering and software development resources, innovative new revenue generating services, relationships with Chinese media and advertising firms, and teleports.

"A fully connected experience is increasingly becoming a top priority among travelers in China who want to stay informed and entertained throughout their flights," stated Zhang Yun, GM of Products and Services for Air China. "Air China believes that innovative connectivity services will be important generators of value for our passengers and our airline. The rich media content supports our long-term plan for broader connectivity deployment."

"Air China's choice of GEE as its partner in these important trials demonstrates our unique technical and commercial strengths in the Chinese market," said Dave Davis, Chief Executive Officer for GEE. "Success in the B777 trial will lay the groundwork for future cooperation between Air China and GEE, and will place GEE undeniably at the forefront of deep, broad inflight internet and entertainment capabilities for the Chinese market."

About Global Eagle Entertainment (GEE)

Global Eagle Entertainment Inc. (NASDAQ:ENT) is a leading provider of satellite-based connectivity and media to fast-growing, global mobility markets across air, land and sea. Supported by proprietary and best-in-class technologies, GEE offers a fully integrated suite of rich media content and seamless connectivity solutions that cover the globe. With approximately 1,500 employees and 50 offices on six continents, GEE delivers exceptional

service and rapid support to a diverse base of customers around the world. Find out more at: www.geemedia.com.

About Air China

A Star Alliance member and China's exclusive national carrier, Air China is the only airline granted the privilege of having the flag of China painted on the fuselage of its fleet. In addition to its commercial operations, it also provides exclusive special flight services for China's senior government officials on state visits to other countries. It is the top Asian airline in brand value, according to Brand Finance 2016. It is also the only airline in the top 20 of Millward Brown's Most Valuable Chinese Brands 2016.

With a fleet of 590 passenger aircraft and freighters, Air China serves 174 cities in 40 countries and regions. It offers access to 1,330 destinations in 193 countries through its Star Alliance affiliation. It holds the controlling shares in Air Macau, Shenzhen Airlines, Shandong Airlines, Dalian Airlines, Tibet Airlines, Beijing Airlines and Air China Inner Mongolia Limited. Next to the Swire Group, Air China is the second largest stakeholder of Cathay Pacific Airways.

Visit www.airchina.us or call +1 800-882-8122 for sales and reservations.

Forward-Looking Statements

GEE makes forward-looking statements in this press release. These forward-looking statements relate to expectations or forecasts for future events, including, without limitation, our future business performance or strategies, our connectivity service performance and the broader rollout of our product across the Air China fleet and in China more broadly. 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 and subsequently filed reports on Form 10-Q. 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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