

October 4, 2016



# **Global Eagle Entertainment Enters Into Distribution Agreement With Lagardère Sports for In-Flight and Maritime Programming**

LOS ANGELES, Oct. 04, 2016 (GLOBE NEWSWIRE) -- Global Eagle Entertainment Inc. (GEE) (NASDAQ:ENT) has entered into a three-year global distribution agreement with Lagardère Sports, a leading sports marketing agency that creates, produces and distributes global sports programming. Under the distribution agreement, GEE has the rights to distribute over 10,000 hours of live and produced sports programming to commercial flights and ships at sea through its global VSAT networks.

Lagardère Sports' broad and comprehensive platform of global sports programming includes soccer, athletics, tennis, swimming, golf, rugby and basketball. In soccer alone, Lagardère Sports' multi-pronged approach embraces 70 European soccer clubs and two confederations – Asian Football Confederation and Confédération Africaine de Football. Lagardère Sports' diverse programming caters perfectly to the rapidly growing markets of Asia, Africa, Europe and the Middle East, with programming such as the BNP Paribas WTA Finals in Singapore.

"Watching sports is a longstanding and popular pastime across the globe, and, with this agreement, GEE expands the range of compelling media programming that we offer our customers," said Jim Griffiths, GEE's Senior Vice President for Content Distribution and Purchasing. "Our partnership with Lagardère Sports further cements our leadership position as the number one global provider of content to customers across mobility markets, whether in the air, at sea or in remote locations on the ground."

"Our agreement with GEE, one of the fastest growing providers of satellite telecasts to airline and cruise ship passengers, represents an important strategic step for Lagardère Sports to increase distribution of our content," said David White, President – Media, Lagardère Sports. "GEE's expansive global presence and its prominent reputation as a go-to mobility content provider make it the perfect partner to help us reach large and captive audiences around the world."

Lagardère Sports is a leading sports marketing agency, with a global network of local experts dedicated to delivering innovative solutions that meet clients' needs. Lagardère Sports believes sports inspire emotions and passion that are essential to enrich people's lives and generate powerful collective experiences, and dedicates its expertise and passion to provide clients with privileged access to the infinite opportunities of sports. Lagardère Sports is part of Lagardère Sports and Entertainment, a company with more than 1,600 employees worldwide and 50 years of experience.

## 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](http://www.geemedia.com).

### Media Contacts:

Kevin Trosian  
Senior Vice President, Corporate Development and Investor Relations  
+1 310-740-8624  
[investor.relations@geemedia.com](mailto:investor.relations@geemedia.com)  
(Investor queries)

Jim Rhodes  
Rhodes Communications, Inc.  
+1 757-451-0602  
[jrhodes@rhodescomm.com](mailto:jrhodes@rhodescomm.com)  
(Press queries)



Source: Global Eagle Entertainment Inc.