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# Global Eagle and Norwegian Cruise Line Holdings Enter Strategic Partnership Agreement

## New Agreement Will Deliver Enhanced Internet and Entertainment Experience for Passengers at Sea

LOS ANGELES, March 14, 2017 (GLOBE NEWSWIRE) -- Global Eagle Entertainment Inc. (NASDAQ:ENT) ("Global Eagle" or "Company") has signed a multi-year strategic partnership agreement with Norwegian Cruise Line Holdings (NCLH) to enhance internet and entertainment services across its Norwegian Cruise Line (NCL) brand's fleet of 14 ships.

Under the agreement, Global Eagle is implementing flexible, tiered plans for Wi-Fi, texting and video, giving passengers more choices. In the near future guests should be able to use their own devices to access an integrated portal that includes TV programming, on-demand movies, games, and special event telecasts. Global Eagle also expects to be able to monitor usage and dynamically adjust bandwidth for each ship based on real-time demand, ensuring a consistent quality of experience (QoE) at all times.

"Under this new agreement with Global Eagle, we're looking to expand our onboard communication and entertainment experience for our guests," said Ross Henderson, NCL's vice president of onboard revenue. "In addition, Global Eagle's portal will enable us to manage our onboard revenue-producing services, entertainment and information more efficiently."

"This new partnership agreement with NCLH is a giant step toward achieving our vision of delivering an unparalleled QoE in reliable high-speed Wi-Fi and entertainment for people on the move, whether on an airplane, cruise ship or luxury yacht," said Ole Kristian Sivertsen, president of Global Eagle's cruise, ferry and yacht services. "One of our key competitive advantages in the marketplace is our ability to offer end users a QoE similar to what they get at a luxury land resort."

### **About Global Eagle**

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, Global Eagle 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, Global Eagle delivers exceptional service and rapid support to a diverse base of customers around the world. Find out more at: [www.globaleagle.com](http://www.globaleagle.com).

### **About Norwegian Cruise Line Holdings Ltd.**

Norwegian Cruise Line Holdings Ltd. (Nasdaq:NCLH) is a leading global cruise company

that operates the Norwegian Cruise Line, Oceania Cruises and Regent Seven Seas Cruises brands. With a combined fleet of 24 ships with approximately 46,500 berths, these brands offer itineraries to more than 510 destinations worldwide. Norwegian Cruise Line is an innovator in cruise travel with a 50-year history of breaking the boundaries of traditional cruising, most notably with the introduction of "Freestyle Cruising," which revolutionized the industry by giving guests more freedom and flexibility to design their ideal cruise vacation on their schedule. Today, Norwegian invites guests to enjoy a relaxed, resort style cruise vacation on some of the newest and most contemporary ships at sea with a wide variety of accommodation options, including The Haven by Norwegian™, a luxury enclave with suites, private pools and dining, concierge service and personal butlers. Oceania Cruises offers an unrivaled vacation experience renowned for the finest cuisine at sea and destination-rich itineraries that span the globe. Expertly crafted voyages aboard designer-inspired, intimate ships call on ports across Europe, Asia, Africa, Australia, New Zealand, the South Pacific and the Americas. Celebrating its 25th anniversary in 2017, Regent Seven Seas Cruises offers the industry's most inclusive luxury experience aboard its all-suite fleet. A voyage with Regent Seven Seas Cruises includes round-trip air, highly personalized service, exquisite cuisine, fine wines and spirits, unlimited internet access, sightseeing excursions in every port, gratuities, ground transfers, a pre-cruise hotel package for guests staying in concierge-level suites and higher and beginning in summer 2017, business class air will be provided for all roundtrip air originating from the U.S. and Canada.

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