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## **Row 44 Completes Installation Of In-Flight Entertainment Solution On 60 Of Norwegian Air Shuttle's Boeing 737-800 Aircraft**

### **Now Nearly 500 Row 44-Equipped Aircraft Flying Worldwide Norwegian Air Shuttle First Airline in Europe to Offer Video-On-Demand**

WESTLAKE VILLAGE, Calif., April 9, 2013 /PRNewswire/ -- Row 44, a subsidiary of Global Eagle Entertainment Inc. (Nasdaq: ENT) and the leading provider of satellite-based inflight WiFi and device-based entertainment for airlines around the world, announced today that it has completed installation on 60 of Norwegian Air Shuttle's Boeing 737-800 aircraft. To date, Row 44's inflight entertainment solution, powered through Ku-band satellites, is currently offered on nearly 500 aircraft flying around the world, and is by far, the largest deployed satellite-powered system of any inflight entertainment provider.

(Photo: <http://photos.prnewswire.com/prnh/20130409/LA90892>)

Norwegian Air Shuttle was the first airline to offer high-speed Internet connectivity on flights within Europe, and is now also the first airline in Europe to perform a broad commercial roll-out of Video-On-Demand directly to passengers' own WiFi-enabled devices.

"We are exceptionally proud to be the airline with the most pioneering in-flight entertainment system in Europe," said Boris Bubresko, head of business development for Norwegian Air Shuttle.

On board Norwegian's WiFi-enabled aircraft, passengers can access a host of in-flight services; from high-speed WiFi for work or browsing to games, shopping, interactive flight maps and destination services. Moreover, Norwegian is now offering Row 44's Video-On-Demand services, presenting passengers exceptional picture quality for watching television shows and movies on their WiFi-enabled devices.

"Last September, when Norwegian won the Passenger Choice Award for 'Best Inflight Connectivity and Communications,' we knew we were on a very special journey with a truly innovative team," said John LaValle, chief executive officer of Global Eagle Entertainment. "As we recognize the installation of our product on 60 of Norwegian's aircraft, we look forward to continuing to work with Norwegian in providing their passengers with cutting edge inflight entertainment and connectivity services."

Future installations of the Row 44 solution aboard Norwegian Air Shuttle are expected to begin later this year.

Added LaValle: "Row 44's experience in working with and developing satellite-powered broadband products is unmatched, and we look forward to continuing to enhance our solutions."

#### **About Row 44, Inc.**

Row 44, Inc., a subsidiary of Global Eagle Entertainment Inc., is a satellite-based in-flight Wi-Fi and entertainment content provider for commercial airlines. Row 44 enables airlines worldwide to provide their travelers with high-speed Internet connectivity, access to world-class entertainment content, including live television and streaming Video-On-Demand, and local activities that can be booked en route, all streamed directly to their Wi-Fi-enabled devices. Row 44, through their airline partners, has a fleet of nearly 500 high-speed Wi-Fi-enabled planes that operate over land and sea. The Row 44 platform uses Ku-band satellite technology for connectivity to deliver airline passengers a quality travel experience, and airlines incremental revenue and growth opportunities. To learn more, please visit [www.row44.com](http://www.row44.com).

#### **About Global Eagle**

Global Eagle Entertainment Inc. is the only full service platform offering both content and connectivity for the worldwide airline industry. Through its combined content, distribution and technology platforms, Global Eagle provides airlines and the millions of travelers they serve with the industry's most complete offering of in-flight video content, e-commerce and information services. Through its Row 44 subsidiary, Global Eagle utilizes Ku-band satellite technology to provide airline passengers with Internet access, live television, shopping and travel-related information. Currently installed on nearly 500 aircraft, Row 44 has the largest fleet of connected entertainment platforms operating over land and sea globally. In addition, through its AIA division, Global Eagle provides film and television content, games and applications to more than 130 airlines

worldwide. Global Eagle is headquartered in Los Angeles, California and maintains offices and support personnel around the world. Find out more at [www.globaleagleent.com](http://www.globaleagleent.com).

### **About Norwegian Air Shuttle**

Norwegian Air Shuttle ASA, commercially branded "Norwegian," is a public low-cost airline noted on the Oslo Stock Exchange. The company is the second largest airline in Scandinavia, and has a route portfolio that stretches across Europe into North Africa and the Middle East. In May 2013 it will even commence long-haul flights from Scandinavia to the US and Asia. With competitive prices and customer friendly solutions and service, the company has experienced significant growth over the previous years. With 17.7million passengers in 2012, Norwegian is the 3rd largest low-cost airline in Europe. Norwegian currently operates 74 aircraft on 331 routes to 120 destinations and employs approximately 3,000 people. Norwegian's fleet has an average age of 4.6 years and the company currently has 280 aircraft on order.

### **FORWARD LOOKING STATEMENTS?**

This press release may include "forward looking statements" within the meaning of the "safe harbor" provisions of the United States Private Securities Litigation Reform Act of 1995. Forward-looking statements may be identified by the use of words such as "expect", "plan", and "project" and other similar expressions that predict or indicate future events or trends or that are not statements of historical matters. Such forward looking statements with respect to the expected performance, strategies, prospects and other aspects of the businesses of Global Eagle and its subsidiaries ("Global Eagle") are based on current expectations that are subject to risks and uncertainties. A number of factors could cause actual results or outcomes to differ materially from those indicated by such forward-looking statements. These factors include, but are not limited to: (1) changes in customer planning activities; (2) changes in applicable laws or regulations; (3) the possibility that Global Eagle may be adversely affected by other economic, business, and/or competitive factors; and (4) other risks and uncertainties indicated in the filings made by Global Eagle with the SEC, including in the "Risk Factors" section of the definitive proxy statement filed in January 2013. Readers are cautioned not to place undue reliance upon any forward-looking statements, which speak only as of the date made, and Global Eagle undertakes no obligation to update or revise the forward-looking statements, whether as a result of new information, future events or otherwise.

SOURCE Row 44, Inc.

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