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Global Eagle Introduces PRIVA, the New Ultra-High-End Brand

For Yacht Customers and Those Wanting 24/7 Connectivity Support

- MTN is now PRIVA by Global Eagle -

LOS ANGELES, July 24, 2017 (GLOBE NEWSWIRE) -- Global Eagle Entertainment Inc. (NASDAQ:ENT) is introducing a new luxury brand, PRIVA by Global Eagle, that replaces its legacy brand MTN that operated solely in the yacht connectivity business. PRIVA will expand the company's ability to reach ultra-high net worth individuals around the world.

The image shows a small square icon with a checkmark inside, followed by the text "PRIVA Logo" in a blue font.

PRIVA, the new luxury line of Global Eagle, will serve ultra-high net worth individuals across their assets - on land at their private villa or island, at sea on their yacht, and in the air on board their private jets. The new brand will showcase Global Eagle's established businesses in air, sea and land, bringing the at-home experience to ultra-high net worth individuals wherever they are in the world.

PRIVA will replace the former MTN brand, which pioneered the first connections from ships and yachts via satellite to the global internet infrastructure. MTN began in 1980 and installed the first satellite links on board a yacht in 2003. It was acquired by EMC in 2015, and EMC was acquired by Global Eagle in 2016.

"Global Eagle is advancing the heritage and quality of our maritime business and expanding our capabilities to allow ultra-high net worth individuals to benefit from the company's extensive businesses in aviation and on land," said Jeffrey Leddy, Global Eagle CEO.

Air, Sea and Land

Global Eagle is the largest commercial buyer of satellite capacity, including for more than 150 airlines, cruise lines and more than 1,600 ships of all sizes. The company's content catalog, including movies, television, games, music and periodicals, is award winning and industry leading.

"We have been the leader in yacht communications for years, and since we are now part of a larger global company, we are bringing that strength to the market and connecting VIP individuals in innovative ways with enriched service and entertainment options," said Ole Sivertsen, Global Eagle Senior Vice President of Maritime. "PRIVA and its 24/7 concierge technical service are tailored to those high-end clients who want to be connected and access their customized content from anywhere in the world."

In addition to providing connectivity services to 40% of the largest yachts in the world, Global Eagle will now support customer needs with a new 24/7 "VVIP" customer service program whereby technicians and support teams are available anytime from PRIVA Technical Concierge centers in Miramar, Florida and Madrid, Spain.

There are 50 trained technicians and specialists dedicated to yacht/PRIVA customers, with a proven issue resolution of 80% within the first call. Each client is assigned a team of specialists, including an account manager, solutions architect and service manager to address a tailored solution for each specific need. The PRIVA Technical Concierge centers went live 24/7 on July 1, 2017.

Enrich Time

PRIVA by Global Eagle focuses on the most important aspect of life that money can't buy: time. The PRIVA brand will "Enrich Time" for customers, ensuring they have the connectivity and entertainment experience they desire. *Enrich Time* is PRIVA's brand slogan.

"Whether vacationing on board their yacht with family, having a business meeting 13,000 meters in the sky or streaming a live event at a private residence, PRIVA will aim to deliver a flawless experience," said Sivertsen.

PRIVA by Global Eagle will debut in full at the largest yacht event in the world, the Monaco Yacht Show, during September 27-30, 2017.

About Global Eagle

Global Eagle is a leading provider of passenger experience-based satellite connectivity and content to markets across air, sea and land. Global Eagle offers a fully integrated suite of rich media content and seamless connectivity solutions to more than 150 airlines. With approximately 1,500 employees and 50 offices on six continents, the company delivers exceptional service and rapid support to a diverse customer base. Find out more at: globaleagle.com.

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