

Press Release

Advanced Inflight Alliance's New CEO Completes the Company's First-100-Day-Plan and Reveals his Strategic Vision for the Consumer Experience Industry

Munich, December 13th, 2011 – Advanced Inflight Alliance AG (ISIN DE0001262186, WKN 126218), a world leader of in-flight entertainment technologies and content, has announced that its newly appointed CEO, Louis Bélanger-Martin, has successfully completed his first-100-day business plan, deploying a solid restructuring strategy aimed at ensuring long-term viability, and setting the stage for a new vision as the company adapts to an evolving IFE industry.

During his first three months at the head of the Advanced Inflight Alliance Group, Louis Bélanger-Martin implemented a streamlining initiative to optimize and restructure its operational process. A twenty percent redundancy program is currently underway in order to provide the Group with more opportunities for growth and a new Executive Management Committee (EMC) with solid financial and strategic expertise was appointed in order to realign Advanced Inflight Alliance's business plan.

Appointed at the EMC were André Nadeau as Chief Operating Officer and Micha Lawrence as Chief Commercial Officer. Wale Adepoju was named Chief Strategy Officer while Wolfgang Brand renews his role as Chief Financial Officer. Roberts Hunter was appointed President of Inflight Productions Ltd., one of the largest shareholdings of the Advanced Inflight Alliance network.

The Group also worked to achieve its financial goals with consolidated sales up year on year by 6 percent to €89 million for the first nine months of 2011. Earnings before interest, taxes, depreciation and amortization (EBITDA) also rose from €9 million by 11 percent to €10 million during the first nine months of 2011 as the company looks to continue its financial growth.

In the face of technological advances and increased traveler demands, and as the in-flight experience becomes an expectation for passengers and airlines alike, Louis Bélanger-Martin also committed the Group to an ambitious vision of change.

“Today, we are shaping a new industry” explained Louis Bélanger-Martin. “We must therefore build on our knowledge, expand our horizons and prepare for exponential growth to lead travelers into an era of omnipresent entertainment”.

He added that this will be the basis on which the Group aims to metamorphose into the global pioneer of ubiquitous consumer-driven experiences by implementing a revolutionary approach dubbed Advanced Inflight Alliance’s *Consumers-on-the-Move strategy*.

Advanced Inflight Alliance AG