



Aircell Rebrands as Gogo Business Aviation

September 2, 2014

BROOMFIELD, Colo., Sept. 2, 2014 /PRNewswire/ -- Gogo Inc. (NASDAQ: GOGO), a global aero-communications service provider, announces that Aircell, the company's business aviation division, has rebranded as Gogo Business Aviation.



The Aircell brand can be traced back 23 years to the company's original founding in 1991. Gogo Business Aviation will build on the Aircell tradition using the same people, passion and culture of innovation that made it business aviation's most trusted in-flight connectivity brand. The only company to offer all three of business aviation's most popular network technologies – Gogo Biz[®], SwiftBroadband and Iridium – the company offers solutions to fulfill any customer need, aircraft type or geography.

As Gogo continues to expand its leadership position, its business and commercial aviation divisions now share a single, global brand. Operationally, the divisions will continue exchanging expertise and technologies while remaining solely focused on their respective markets.

"Gogo's mission is to advance aviation by connecting every aircraft with the most trusted communications services on and above our planet. Having our commercial and business aviation divisions share a brand will make more people aware of the full breadth of our business," said Michael Small, Gogo's president and CEO. "The rebranding will also help travelers recognize their favorite Gogo services, whether they're aboard an airline, corporate, fractional or charter aircraft – anywhere in the world," concluded Small.

"We're thrilled to introduce Gogo Business Aviation as the next evolution of our brand," said John Wade, Gogo Business Aviation's executive vice president and general manager. "The past five years has seen a remarkable menu of in-flight capabilities emerge for business aircraft operators, including Internet, e-mail, voice, texting, personal smartphone usage, movies, TV episodes, news, weather, cockpit data and more. And at the same time, the onboard equipment has become orders-of-magnitude smaller, lighter and more affordable. These truly are exciting times."

To accommodate its continued rapid growth, Gogo Business Aviation will soon be relocating its headquarters near its existing location in Broomfield, Colorado, USA. The new facility will house all Gogo Business Aviation operations with more than double the present location's square footage.

- Gogo Business Aviation's new website is now live at business.gogoair.com
- All phone numbers remain the same.
- General inquiries – baconnect@gogoair.com
- Customer service – bacustomerservice@gogoair.com
- Technical support – batechsupport-co@gogoair.com
- Sales – basales@gogoair.com
- Customer/dealer portal – my.gogoair.com

Assets for Editors

- **VIDEO.** Short video summary of the Gogo Business Aviation rebrand announcement: <http://business.gogoair.com/aircell-is-now-gogo-business-aviation-the-promise>. A hi-res video file is also available – please inquire.
- **LOGO.** Gogo Business Aviation's new logo: <http://business.gogoair.com/wp-content/uploads/2014/08/Gogo-BAModifier-RGB-RedGray-WEB1000px.jpg>

About Gogo

Gogo is a leading global aero-communications service provider that offers in-flight Internet, entertainment, text messaging, voice and a host of other communications-related services to the commercial and business aviation markets. Gogo has more than 2,000 commercial aircraft equipped with its services on more than 10 major airlines. More than 6,000 business aircraft are also flying with its solutions, including the world's largest fractional ownership fleets. Gogo also is a factory option at every major business aircraft manufacturer.

Gogo has more than 800 employees and is headquartered in Itasca, IL, with additional facilities in Broomfield, CO, and various locations overseas. Connect with us at www.gogoair.com and business.gogoair.com.

About Gogo Business Aviation

Gogo Business Aviation, formerly known as Aircell, is a leading provider of in-flight connectivity equipment, services and support to the business aviation market. Through a full range of capabilities including Internet, voice, entertainment, cockpit data and more, the company increases the productivity, safety, and enjoyment of the business aviation travel experience. An AS9100-certified company, Gogo Business Aviation serves a global customer base and has an authorized dealer/distributor network that spans six continents. The only company to offer all three of business aviation's most popular network technologies – Gogo Biz[®], SwiftBroadband and Iridium – it offers solutions to fulfill any customer need, aircraft type or geography.

A Collier Trophy nominee and the recipient of several dozen awards for innovation, Gogo Business Aviation is widely credited with many of the industry's most influential historical achievements, beginning with the groundbreaking airborne cellular concept that launched the company in 1991. Connect with us at business.gogoair.com and on Twitter at www.twitter.com/gogobizav.

Cautionary Note Regarding Forward-Looking Statements

Certain disclosures in this press release include "forward-looking statements" that are based on management's beliefs and assumptions and on information currently available to management. Most forward-looking statements contain words that identify them as forward-looking, such as "anticipates," "believes," "continues," "could," "seeks," "estimates," "expects," "intends," "may," "plans," "potential," "predicts," "projects," "should," "will," "would" or similar expressions and the negatives of those terms that relate to future events. Forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the Gogo's actual results, performance or achievements to be materially different from any projected results, performance or achievements expressed or implied by the forward-looking statements. Forward-looking statements represent the beliefs and assumptions of Gogo only as of the date of this press release and Gogo undertakes no obligation to update or revise publicly any such forward-looking statements, whether as a result of new information, future events or otherwise.

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