



Interest in In-Flight Connectivity Higher for Passengers Outside the U.S., According to Recent Gogo Global Study on In-Flight Connectivity

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ITASCA, Ill., April 13, 2015 /PRNewswire/ -- Gogo Inc. (NASDAQ: GOGO), a leading global aero communications service provider and the world leader in wireless in-flight entertainment, recently conducted a global study on traveler interest in in-flight connectivity and connectivity related products and services. The study revealed that interest in these products and services is significantly higher outside the U.S. despite the fact that fewer connected aircraft are operating internationally as compared to within the U.S.



In addition to showing more interest in connecting in flight, air travelers outside the U.S. are more likely to carry their own Wi-Fi-enabled devices on a plane and are more willing to pay for the services when compared to travelers in the U.S.

When asked about their interest in in-flight connectivity services, 83 percent of air travelers in regions outside the U.S. said they were interested in using Wi-Fi vs. just 74 percent of U.S. air travelers. When it comes to wireless in-flight entertainment, 71 percent of air travelers outside the U.S. show a strong interest vs. 59 percent in the U.S.

"The number of global passengers topped 3 billion in 2013 and has grown by 37 percent in the last four years. Ubiquitous connectivity has become the norm around the globe and there are very few passengers these days boarding an aircraft without a Wi-Fi-enabled device," said Ash EIDifrawi, Gogo's chief commercial officer. "What's surprising to us is that the demand and willingness to pay for these services is clearly higher outside the U.S. We have found that air travelers outside of the U.S. index higher on affluence relative to the general population in their markets."

Other interesting findings from the study include: passengers outside the U.S. are 23 percent more likely to pay for in-flight Wi-Fi when compared to passengers in the U.S.; compared to the other regions included in the study, the U.S. had the lowest percentage of passengers boarding with a Wi-Fi-enabled device at 76 percent, and 1 in 3 passengers say they typically use at least 2 electronic devices on a plane.

The importance of Wi-Fi in choosing an airline continues to grow for passengers around the world. Today, more than 20 percent of passengers say they are looking for Wi-Fi when choosing an airline, which is up from 16 percent in a Gogo study conducted last year.

This data was compiled from Gogo's global traveler research study and represents participants across sixteen countries and four regions. All participants had taken a round-trip flight in the past twelve months.

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 2,100 commercial aircraft equipped with its services and partnerships with 10 major airlines. More than 6,600 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 900 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

Certain disclosures in this press release include certain "forward-looking statements" within the meaning of the federal securities laws that are based largely on our current expectations and reflect various estimates and assumptions by the Company. Forward-looking statements are subject to known and unknown risks, trends and uncertainties, many of which may be beyond our control that could cause actual results and achievements to differ materially from those expressed in such forward-looking statements, and are in some instances beyond our control. Such risks, trends and uncertainties include those described under the heading "Risk Factors" in the Company's Annual Report on Form 10-K filed with the U.S. Securities and Exchange Commission on [February 27, 2015]. The words "may," "might," "will," "could" "should," "estimate," "project," "plan," "anticipate," "expect," "intend," "outlook," "seek," "designed," "assume," "implied," "believe" and similar expressions generally identify forward-looking statements. Readers are cautioned not to place undue reliance on such forward-looking statements, which are being made as of the date of this press release. Any forward-looking information presented herein is made only as of the date of this press release and we undertake no obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise.

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