

Press release according to

Ad hoc release pursuant to § 15 Wertpapierhandelsgesetz [German Securities Trading Act]

Chairman of the Supervisory Board Dr. Rüdiger Berndt and Wolfgang Brand appointed Executive Board/ Otto Dauer recalled

Munich, March 03rd, 2010 – Advanced Inflight Alliance AG
(ISIN DE0001262186, German SIN (WKN) 126218, domiciled at: Schellingstr. 35, 80799 Munich)

Long time Supervisory Board Member of the corporation and its latest chairman, Dr. Rüdiger Berndt (45) was tonight appointed Chief Executive Officer with immediate effect.

Dr. Berndt has been involved in restructuring the Advanced Group since 2001. During this time he was instrumental in the success of the group achieving its current position as market leaders in the inflight entertainment industry.

Dr. Berndt stands for a stable focus and continuous growth of the Advanced Group. He has earned the confidence and support of the Executive Managers of the subsidiaries in his years of working for the corporation.

Wolfgang Brand (40) was appointed Chief Financial Officer with immediate effect. Mr. Brand was CFO of the stock listed SHS VIVEON AG. He's a highly experienced CFO within international and stock-listed businesses.

Chief Executive Officer Otto Dauer was terminated by the Supervisory Board for important reasons by unanimous vote of the Supervisory Board on this. His retirement from the Executive Board is with immediate effect.

Advanced Inflight Alliance AG

The Management Board