



## Viasat Unveils New Global Brand Identity

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### **Company Consolidates Sub-Brands Under One Master Brand to More Uniformly Communicate its Value to Customers, Partners and End-Users**

CARLSBAD, Calif., Nov. 30, 2017 /PRNewswire/ -- [Viasat Inc.](#) (Nasdaq: VSAT), a global communications company, today unveiled its new strategic, global brand identity. As part of the new identity, Viasat has consolidated its key sub-brands – including Exede™ consumer internet, Yonder™ Ku-band aviation service, among others – under one Viasat master brand. The Company also introduced a new logo and visual identity system.

"Our previous brand proudly served Viasat for more than three decades, but as our service portfolio expands both domestically and internationally across consumer, enterprise, aviation and maritime markets, and our defense business continues to defy industry trends, there is greater value for us to present one unified brand to customers and partners around the world," said Mark Dankberg, Viasat's chairman and CEO. "Drawing on the industry reputation and strength of relationships we've built in each segment of our business, we believe one brand can help us grow market and consumer awareness as well as attract the very best talent around the world."

Viasat also updated its corporate logo and visual identity system, reflecting a signal of growth and opportunity. The new logo is intended to be more modern and friendly as it will be applied to new industry sectors and in more international markets, while still maintaining continuity with government and enterprise customers and partners.

Dankberg continued, "There's never been a more exciting time to be a part of Viasat. The impending launch of ViaSat-2 services will move us farther up-market in technology and service levels, and with our ViaSat-3 constellation we expect to realize our ambition to be the first truly global, scalable, broadband service provider. Additionally, our work on cybersecurity, tactical data links, virtualization, web acceleration, digital media, and more all contribute to our ability to deliver connections that can change the world. It's for these reasons that now was the right time to evolve our brand."

The new brand system was developed in close consultation with a leading global branding agency. The team conducted substantial research among key stakeholders to develop the unifying brand. The identity system incorporates a flexible approach to support Viasat's disparate product suite while also providing room for future growth.

For more information, and a behind the scenes look at the brand, visit Viasat's corporate blog [here](#).

#### **About Viasat**

Viasat is a global communications company that believes everyone and everything in the world can be connected. For more than 30 years, Viasat has helped shape how consumers, businesses, governments and militaries around the world communicate. Today, the Company is developing the ultimate global communications network to power high-quality, secure, affordable, fast connections to impact people's lives anywhere they are—on the ground, in the air or at sea. To learn more about Viasat, visit: [www.viasat.com](http://www.viasat.com), go to [Viasat's corporate blog](#), or follow the Company on social media at [Facebook](#), [Instagram](#), [LinkedIn](#), [Twitter](#) or [YouTube](#).

#### **Forward Looking Statement**

This press release contains forward-looking statements that are subject to the safe harbors created under the Securities Act of 1933 and the Securities Exchange Act of 1934. Forward looking statements include statements about the global growth, opportunities, value a unified brand can enable with customers, partners and employees around the world, and benefits expected from the ViaSat-2 and ViaSat-3 satellite platforms. Readers are cautioned that actual results could differ materially from those expressed in any forward-looking statements. Factors that could cause actual results to differ include: contractual problems, product defects, manufacturing issues or delays, regulatory issues, technologies not being developed according to anticipated schedules, or that do not perform according to expectations; Viasat's ability to realize the anticipated benefits of the ViaSat-1, ViaSat-2 and ViaSat-3 satellite platforms, unexpected expenses or delays related to the satellite systems, the ability to successfully implement Viasat's business plan for broadband satellite services on Viasat's anticipated timeline or at all, including with respect to the ViaSat-1, ViaSat-2 and ViaSat-3 satellite platforms; and risks associated with the construction, launch and operation of Viasat's satellites, including the effect of any anomaly, operational failure or degradation in satellite performance; and increased competition and other factors affecting the communications market generally. In addition, please refer to the risk factors contained in Viasat's SEC filings available at [www.sec.gov](http://www.sec.gov), including Viasat's most recent Annual Report on Form 10-K and Quarterly Reports on Form 10-Q. Readers are cautioned not to place undue reliance on any forward-looking statements, which speak only as of the date on which they are made. Viasat undertakes no obligation to update or revise any forward-looking statements for any reason.

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