JetBlue Streamlines Customer Experience with Automatic Check-In

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Initial Segment of Customers Will Automatically Receive Emailed Boarding Passes up to 24 Hours Before Their Flights Starting Today

NEW YORK, NY -- (Marketwired) -- 07/09/14 -- JetBlue Airways (NASDAQ: JBLU) today announced the launch of automatic check-in, a technological enhancement that will allow customers to focus on their travel plans and not the need to get to a computer 24 hours before their flight departs to check-in.

Automatic check-in is the most recent step in the airline's continued focus on making the JetBlue Experience even more convenient. This initial technological innovation removes the need for customers to ever have to check-in for their flights. Beginning today, eligible customers will receive an email 24 hours before their scheduled flight with a ready-to-print boarding pass, as well as the option to download a Mobile Boarding Pass via JetBlue iOS or Android mobile apps. With the printed boarding pass or mobile app, customers are ready to head to the airport, and on to their flight.

In addition to removing this occasionally burdensome check-in process, initiating the process a full 24 hours ahead of a flight is also expected to enable the ability to catch and notify customers of any information inconsistencies or issues with special service requests in a reservation that might otherwise remain unresolved until their arrival at the airport. For those customers not currently eligible for automatic check-in, or those customers who need to address outstanding requirements within their booking, the standard check-in notification process will remain in place.

"The idea of asking customers to jump an additional hurdle before their flight is an increasingly antiquated concept," says Blair Koch, JetBlue Vice President Commercial and Shared Development Services. "By having the right systems in place, we can remove this step, and even help identify and prevent issues that can hinder customers from fully enjoying their travel experience."

"JetBlue's focus since day one of our launch has been about looking at the customer experience through a different lens and making the travel experience simpler and more enjoyable," says Michael Stromer, JetBlue Vice President of Digital, Loyalty & Customer Insights. "Following our successful smartphone and mobile boarding pass launches, auto check-in is just another example of leveraging technology and common sense to make our customers' travel experiences better."

Eligible customers at launch include individuals who have booked domestic itineraries with Even More Space™ seats* and will expand to include additional customers as the program evolves over the next year. Expansion to include additional customers in assigned core seats, is expected to begin in 2015. International travelers and those customers who still have unassigned seats, become eligible later in the new year.

About JetBlue Airways

JetBlue is New York's Hometown Airline, and a leading carrier in Boston, Fort Lauderdale/Hollywood, Los Angeles (Long Beach), Orlando, and San Juan. JetBlue carries more than 30 million customers a year to 86 cities in the U.S., Caribbean, and Latin America with an average of 850 daily flights. With JetBlue, all seats are assigned, all fares are one-way, an overnight stay is never required and the first checked bag is free (subject to weight and size limits and exceptions for itineraries including flights marketed or operated by other airlines). For more information please visit JetBlue.com.

*Even More® Space seats are available for the applicable extra fee.

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