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Tablet Device Revolutionizes Inflight Crewmembers' Role and Their Ability to Offer Even More Personalized Customer Service; All Inflight Crewmembers Expected to Have a Personal Device by April 2015

NEW YORK, NY -- (Marketwired) -- 08/14/14 -- JetBlue Airways (NASDAQ: JBLU), New York's Hometown Airline™ announces today that it will provide each inflight crewmember with an iPad mini for use as a point of sale and document management device. Crewmembers who will be working Mint flights, JetBlue's new premium service offering between New York (JFK) and Los Angeles (LAX) and soon San Francisco (SFO), will be among the first to use this new technology onboard, and by April 2015, every inflight crewmember will have a device for onboard use.

In addition to deploying tablets, the airline is also debuting the In-Flight Service Assistant (IfSA), a purpose-built application and crew portal through which crewmembers can access key business applications to help facilitate the delivery of exceptional customer service and enhance operational efficiency while onboard. JetBlue also plans on releasing other core business applications that will provide Crewmembers with easy access to any forms, manuals and other resources that will streamline its operation and enhance the airline's award winning service.

"We've recently made a number of exciting and innovative onboard enhancements to enrich the customer experience, such as expanding inflight entertainment, introducing Fly-Fi^{tm} and being the first US carrier to allow customers to use portable electronic devices gate-to-gate," said Joanna Geraghty, Executive Vice President, Customer Experience, JetBlue Airways. "It's clear the connected cabin is the next big thing, and with the introduction of iPad minis, our inflight crewmembers will be able to know more about our customers onboard and will have a better sense of real time opportunities and challenges on the ground as we look for ways to enhance our customers' experience with that information. With this new tool, the possibilities are endless."

Currently, JetBlue's inflight crewmembers can use the IfSA app on their iPads to access an electronic manifest that not only shows if there are customers with special needs onboard, but also identifies TrueBlue and Mosaic customers. The iPads also assist crewmembers in completing onboard purchases as a point of sale device and contains translation technology that can translate questions, comments or concerns from customers in any language.

"Our inflight crewmembers already deliver award-winning customer service. This tablet solution will allow them to deliver an even better JetBlue experience, ultimately enhancing convenience and efficiency for customers," said Blair Koch, Vice President Commercial and Shared Development Services, JetBlue Airways. "I am honored to lead the team responsible for refreshing the JetBlue Experience."

By December 2015, not only will inflight crewmembers be able to access their schedules, review their hotel and transportation information and acknowledge changes, but the airline can potentially provide them with limited access to customers' JetBlue flight and onboard purchase history in an effort to personalize the onboard experience for better customer relationship management.

"We are very excited to provide our inflight crewmembers with the enhanced tools that they will need to continue delivering the award-winning JetBlue Experience," said Rachel McCarthy, Vice President Inflight Experience, JetBlue Airways. "By giving our crewmembers tablets to use onboard, we can increase our product offerings and marketing capabilities. My hope is that our inflight crewmembers will also have their flight attendant manuals on the tablet which will allow them to have everything in one place. Additionally, with this new device, our inflight crewmembers could potentially video conference for medical emergencies or technical difficulties and become even more effective in their roles as safety professionals."

Since the successful implementation of iPads for JetBlue's pilots as electronic flight bags in November 2013, the iPad mini was subsequently deployed for the inflight crew. Now, both groups can conveniently work together in a connected environment and provide real-time responses to any number of situations that may arise. Additionally, inflight crewmembers will have the ability to preempt or proactively address service recovery issues while onboard.

JetBlue is progressively rolling out Fly-Fi satellite broadband internet service across its fleet. As of today, 61 Airbus A320 and A321 aircraft were outfitted with this lightning fast service.

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.

The following files are available for download:

- JetBlue iPadMini 2
- JetBlue iPad Mini 1

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