JetBlue Puts New Innovations on the Map

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Unique Interactive Route Map Makes Discovering and Planning Your Next Trip a Snap

NEW YORK, NY -- (Marketwired) -- 09/22/14 -- JetBlue Airways (NASDAQ: JBLU) today announces the launch of new customer-focused features for the airline's "Where We Jet" route map on jetblue.com. This latest innovation allows travelers to explore JetBlue destinations with up-to-date weather filters, travel tips and even photos from fellow JetBlue customers. With the ability to filter potential destinations with an aim for exploration or beach relaxation, a romantic night on the town or a family getaway, the new JetBlue Where We Jet page presents an ideal first stop for those customers who aren't sure where they want to go, but know they want to get away, giving them a chance to discover a destination as unique as they are.

"Discovery is a huge part of the travel experience for many," said Maryssa Miller, JetBlue's Director of Digital Commerce. "We're excited to offer this new best-in-class experience that assists those people just thinking about a getaway, and asks the right questions to guide and present trip suggestions customized to their interests."

The updated map was created in collaboration between JetBlue's marketing and information technology teams along with the renowned designers from partner agency Rokkan. New features of the JetBlue route map include destination, weather, and water temperature filters to help customers decide the destination of their next ideal trip. Once a destination is selected, customers can explore even further with Do/See/Eat points of interest provided with Google Maps integration and photos and tips from other JetBlue customers via JetBlue's unique SoFly sharing tool. When a customer is ready to book, flights and JetBlue Getaways packages are just a click away, and routes are easily sharable to Facebook, Twitter, and Google+ helping friends come along for the ride.

"These new features represent an incredible leap forward in the aviation route map space -- even the travel industry overall!" according to Andrea Azzolina, Director of Shared Development Services. "While many airlines simply present their destinations, at JetBlue, we think searching for destinations should be part of the fun. We've taken the traditional map and incorporated Google Places and added links to our own social networking app, SoFly."

JetBlue's redesigned route map is available for exploration at jetblue.com/wherewejet from any standard web or mobile browser. Customers are encouraged to add their own travel destination tips and photos to JetBlue's SoFly, and can learn more about SoFly at jetblue.com/sofly.

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. New service to Curacao begins in December, subject to receipt of government operating authority. With JetBlue, all seats are assigned, all fares are one-way, an overnight stay is never required and the first bag is included with your standard fare (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.

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