# JetBlue First to Accept Apple Pay in the Sky

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JetBlue Rolling Out In-Air Mobile Payments, Making Onboard Purchases Speedy and Secure

All Inflight Crewmembers to Receive iPad Minis This Year

NEW YORK, NY -- (Marketwired) -- 02/10/15 -- JetBlue Airways (NASDAQ: JBLU) today announced plans to be the first major domestic carrier in the U.S. to accept Apple Pay™ in the sky, making mobile payments at cruising altitude simple and speedy.

Apple Pay gives customers an easy and secure way to pay for onboard purchases of premium offerings. Customers often already have their mobile phone in hand or nearby when the time comes to buy a snack or amenity. Those with an iPhone® 6, iPhone 6 Plus and soon Apple Watch™ can use Apple Pay to purchase premium offerings such as EatUp snack boxes and à la carte food options from the EatUp Café, premium beverages, onboard amenities and Even More Space seating.

"The sky is definitely not the limit when it comes to mobile payments with Apple Pay," said Marty St George, senior vice president, commercial, JetBlue. "Customers want an easy and fast transaction when they decide to make an on-board purchase so that they can get back to enjoying their flight."

JetBlue continues to offer customers the best onboard experience with free live seatback entertainment, complimentary Fly-Fi internet, the most legroom in coach* and now the option to use Apple Pay. Apple Pay will begin appearing on select JetBlue transcontinental flights from New York to Los Angeles and San Francisco in mid-February. Apple Pay will roll out to additional flights beginning in March, with all JetBlue flights accepting Apple Pay by June. Customers can ask their inflight crewmembers if Apple Pay is available.

***An iPad mini for Every Inflight Crewmember***

To enable Apple Pay in the air, JetBlue will deploy iPad minis and NFC-enabled cases to more than 3,500 inflight crewmembers. In addition to the cases with Apple Pay compatibility, each iPad mini will be loaded with a custom-designed iOS app -- The Inflight Service Assistant -- which will give inflight crewmembers access to customer manifest and flight data to provide the best experience possible to JetBlue customers.

The Inflight Service Assistant app offers crewmembers the ability to easily identify TrueBlue and Mosaic loyalty members by name for those special touches like wishing a customer a happy birthday. The iOS app will also offer timely flight information, aircraft configuration and safety information, along with the cases that offer with the payment processing capability for Apple Pay and traditional credit card purchases.

"JetBlue has always stood out because our crewmembers care about our customers," said Joanna Geraghty, executive vice president, customer experience, JetBlue. "By giving crewmembers thoughtful ways to use technology, we can support an even more personalized onboard experience with a perfect partnership of high tech and high touch."

In addition to onboard purchases, JetBlue customers will be able use Apple Pay to complete purchases in JetBlue's mobile iOS app later this year.

This initiative is the latest step in JetBlue's use of mobile technology to offer a simple and enjoyable customer experience. JetBlue recently launched automatic check-in, a technological innovation that removes the need for qualified customers to ever have to check in for their flights. In 2013, JetBlue took the airline one step closer to a paperless cockpit by providing iPads to all of its pilots, offering real-time weather and updated safely and flight documents.

Video and photography are available for media at mediaroom.jetblue.com.

***About JetBlue Airways***

JetBlue is a leading carrier in Boston, New York, Fort Lauderdale-Hollywood, Los Angeles/Long Beach, Orlando and San Juan. JetBlue carries more than 32 million customers a year to 87 cities in the U.S., Caribbean, and Latin America with an average of 825 daily flights. Upcoming destinations include: Cleveland on April 30; Reno-Tahoe, Nev. on May 28; and Grenada on June 11, 2015 (subject to receipt of government operating authority). For more information please visit JetBlue.com.

**JetBlue offers the most legroom in coach, based on average fleet-wide seat pitch for U.S. airlines.*

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