JetBlue and The Wall Street Journal Team to Offer In-Flight Access to Journal Content

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JetBlue to Offer Complimentary Access to The Wall Street Journal as Part of Multiscreen Entertainment Strategy

NEW YORK, NY -- (Marketwired) -- 02/19/15 -- JetBlue today announced a new relationship with The Wall Street Journal that will provide JetBlue customers with complimentary subscriber level access to WSJ.com via the airline's free in-flight broadband Internet, Fly-Fi.

The pairing brings The Wall Street Journal to the JetBlue Fly-Fi Hub, which makes a range of entertainment options available to customers via their own personal devices. The Fly-Fi Hub, combined with JetBlue's free seatback entertainment, gives customers a multiscreen experience much like they would get at home.

JetBlue will now offer unlimited access to the wide range of The Wall Street Journal's digital content offerings. WSJ.com features the Journal's unrivaled reporting and analysis as well as its travel, fashion, health and real estate coverage. Video from The Wall Street Journal will also be available on JetBlue's inflight TV programming. Complimentary access to The Wall Street Journal's digital content will also be available when connected to JetBlue's free WiFi service at JFK's T5 starting in March.

Customers on JetBlue flights are eligible for a 30-day free trial of at-home newspaper delivery, access to wsj.com and membership in WSJ+, the Journal's exclusive subscriber membership program (terms and conditions apply).

"We are excited that working with JetBlue allows us to introduce customers to a new way to read and make time for the Journal," said Suzi Watford, Chief Marketing Officer, Dow Jones. "We look forward to welcoming JetBlue customers as new subscribers to the WSJ."

The Wall Street Journal relationship is part of JetBlue's vision of providing customers with the inflight entertainment options they want, whether it's reading, learning or just watching a TV show. The Wall Street Journal joins other Fly-Fi Hub offerings, which include TV shows from exclusive broadcast provider FOX, PBS and National Geographic Channel, eBook samples from HarperCollins, Random House and others, e-learning videos from Coursera and Rouxbe and the option to purchase magazines from Time Inc.'s portfolio.

"Historically, some airlines offered their customers a complimentary newspaper, especially on shuttle flights," said Jamie Perry, vice president brand and product development, JetBlue. "JetBlue has revived this much loved amenity and revamped it for the 21st century making us the first U.S. airline to offer a complimentary digital newspaper to its customers. Our approach to inflight entertainment reflects how people live today. On a JetBlue flight with Fly-Fi, a customer can be reading The Wall Street Journal on their laptop or tablet, watching the live game on our inflight seatback TV and listening to streaming music on their mobile device all at the same time."

The Fly-Fi Hub is now available on more than 100 JetBlue aircraft. Hub content is also available outside of LiveTV and Fly-Fi coverage areas, so customers can access content at any time in the sky, providing an unparalleled user experience. JetBlue also offers a streaming option, Fly-Fi Plus, at an additional cost.

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 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.

About The Wall Street Journal

The Wall Street Journal is a global news organization that provides leading news, information, commentary and analysis. Published by Dow Jones, which has nearly 2,000 journalists in more than 75 bureaus around the world, The Wall Street Journal engages readers across print, digital, mobile, social, and video. Building on its heritage as the preeminent source of global business and financial news, the Journal includes coverage of U.S. & world news, politics, arts, culture, lifestyle, sports, and health. It holds 35 Pulitzer Prizes for outstanding journalism.

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