Prime Instant Video Takes Flight: Amazon and JetBlue to Bring an Unmatched Entertainment Experience to the Sky

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Free Fly-Fi broadband internet will enable unlimited instant entertainment from Amazon

JetBlue is the first airline to build online streaming video into the inflight entertainment experience

Amazon Prime members will have instant access to tens of thousands of titles available on Prime Instant Video over free Fly-Fi at no additional cost to their membership

SEATTLE—May 5, 2015—Amazon (NASDAQ: AMZN) and JetBlue (NASDAQ: JBLU) today announced that they will bring unlimited, on-demand entertainment to airline travel later this year through JetBlue's free high-speed Fly-Fi broadband internet, the industry's fastest complimentary inflight Internet service, to create an unmatched entertainment experience in the sky.

The collaboration will enable Fly-Fi for Amazon Prime members to instantly access tens of thousands of movies and TV episodes, including exclusive Amazon Original Series such as *Transparent, Mozart in the Jungle* and *Bosch*, at no additional cost to their membership. In addition, all JetBlue customers will be able to rent or purchase hundreds of thousands of titles in the Amazon Instant Video store, including new release movies and day-after TV programming, over the free broadband internet.

"We want to provide the best digital video experience to our customers and we're excited that with JetBlue, we will raise the bar in airline entertainment," said Michael Paull, Vice President of Digital Video at Amazon. "We're thrilled that Fly-Fi technology will give Prime members and customers unlimited, on-demand access to the full catalog of titles from Amazon's digital video library while they're in the sky—without the need to rush to download one more episode or movie before taking off, we're helping make airline travel more enjoyable."

Fly-Fi uses satellite technology to give customers Internet speeds that feel like what they have at home or work. Amazon and JetBlue worked together to ensure that the inflight entertainment system met the premium experience expected by customers when streaming movies and TV episodes from Amazon. Access to Amazon's entertainment library will be built into the JetBlue Fly-Fi Hub, giving customers instant access to watch titles from Amazon on their laptops, Fire devices, iPhones, iPads and Android phones and tablets—no pre-flight download needed. JetBlue's free Fly-Fi broadband Internet will be available on all JetBlue's Airbus A321 and A320 aircraft this year, and on JetBlue's Embraer E190 aircraft in 2016.

"Just like at home, customers will be able to access movies and TV shows from Amazon from 35,000 feet in the sky over our super fast and free Fly-Fi," said Jamie Perry, Vice President, Brand and Product Development, JetBlue. "Amazon's customer focus aligns perfectly with the experience we have created for our customers, including the best inflight entertainment, free unlimited snacks and beverages, lots of personal space with the most legroom in coach and wide, comfortable seating. By teaming up with a category-leader like Amazon, we created a unique model where we can offer complimentary broadband Internet access."

Prime members will be able to instantly stream binge-worthy Amazon Original Series, including the Golden-Globe award-winning series *Transparent*, the hour-long police drama *Bosch*, and the Jason Schwartzman and Roman Coppola comedy, *Mozart in the Jungle*, in addition to original kids series such as the Emmy and Annie award winning series, *Tumble Leaf* and the Emmy nominated live-action series, *Gortimer Gibbon's Life on Normal Street*. They can also enjoy top network series available on Prime Instant Video such as *The Americans, Downton Abbey, Justified, The Good Wife, Grimm, Mr. Selfridge Orphan Black, Sons of Anarchy, Suits, Veronica Mars* and *Vikings*.

On top of unlimited instant access to movies and TV episodes, Amazon Prime members will be able to access and listen to more than one million songs available on Prime Music. All JetBlue customers will be able to purchase and download songs from the Amazon Music store, eBooks from the Kindle store, and apps and games from the Amazon Appstore and earn TrueBlue points when they shop specific categories on Amazon over the free Fly-Fi broadband internet while inflight or through JetBlue promotions.

JetBlue, which was founded on the idea of bringing humanity back to air travel, continues to innovate to offer the best onboard experience at a low cost,

including a multi-screen entertainment experience with seatback entertainment, streaming content, and free Fly-Fi broadband Internet.

About Amazon

Amazon.com opened on the World Wide Web in July 1995. The company is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire phone, Fire tablets, and Fire TV are some of the products and services pioneered by Amazon.

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About Prime Instant Video

Amazon Prime members have instant access to stream tens of thousands of movies and TV episodes, including award-winning Amazon Original Series, available on Prime Instant Video at no additional cost to their membership. In addition, new release movies like *Gone Girl*, *Boyhood* and *Birdman* as well as classics like the *Star Wars* saga along with in-season shows like *The Walking Dead*, *Scandal* and *Better Call Saul* are also available for rent or purchase on Amazon Instant Video for all customers to stream and enjoy.

Customers can watch shows and movies with the Amazon Instant Video app. The Amazon Instant Video app is available on hundreds of devices including connected TVs, Amazon Fire TV, Roku, Xbox and PlayStation, as well as on mobile devices like Fire phone, Fire tablets, iPhone, iPad, and Android devices. Customers can also watch online at Amazon.com/PIV. Prime Instant Video is also the only U.S. online-only subscription streaming service that enables offline viewing—on a plane, on vacation, and anywhere else where you may not have Wi-Fi.

Amazon Prime members have exclusive access to popular TV series at no additional cost to their membership. Prime members can enjoy binge-worthy TV shows including Amazon Original Series' airing now such as multi-Golden Globe winning series, *Transparent*, the hour-long drama, *Bosch*, based on Michael Connelly's best-selling books, the Roman Coppola and Jason Schwartzman comedy, *Mozart in the Jungle* and the political comedy starring John Goodman, *Alpha House*, in addition to HBO favorites like *The Sopranos, True Blood* and *Six Feet Under*, and popular primetime series including *24, Covert Affairs, Downton Abbey, Extant, Falling Skies, Grimm, Hannibal, Justified, Orphan Black, Teen Wolf, The Americans, Under the Dome* and *Veronica Mars.* Prime members also have access to an exclusive collection of kids shows now airing including Amazon Original Series' *Annedroids, Gortimer Gibbon's Life on Normal Street* and the Annecy, Annie and multi-Emmy Award-winning *Tumble Leaf* from Bix Pix Entertainment, as well as popular shows from Nickelodeon and Nick Jr. including *SpongeBob SquarePants*, *Dora the Explorer*, *Team Umizoomi*, *Blue's Clues* and *The Bubble Guppies*.

In addition to tens of thousands of titles to instantly stream, the Amazon Prime membership (www.amazon.com/primevideo) includes one million songs and hundreds of playlists with Prime Music, unlimited Free Two-Day Shipping on millions of items, early access to select Lightning Deals, unlimited photo storage, and access to more than 800,000 books all for $99 a year.

Comprehensive cast and crew information, including bios and filmographies, is available on Amazon's IMDb (www.imdb.com), the world's most popular and authoritative source for movie, TV and celebrity content.

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 88 cities in the U.S., Caribbean, and Latin America with an average of 875 daily flights. Upcoming destinations include: Reno-Tahoe, Nev. on May 28; Grenada on June 11, 2015; and Albany, N.Y. on Dec. 10. For more information please visit JetBlue.com.

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