JetBlue Awarded Eleventh Consecutive Customer Satisfaction Honor by J.D. Power

May 13, 2015

JetBlue Continues to Climb, Becoming First Airline to Reach 800-Point Milestone Among Low Cost Carriers

NEW YORK, NY -- (Marketwired) -- 05/13/15 -- New York-based JetBlue Airways (NASDAQ: JBLU) today was awarded the highest honor in customer satisfaction among low-cost carriers in the J.D. Power 2015 North America Airline Satisfaction Study. JetBlue's score climbed to 801 on a 1,000-point scale, the first airline to ever surpass 800 points within the segment, bringing JetBlue its 11th consecutive J.D. Power recognition.

The recognition comes as JetBlue has been advancing the customer experience across the airline, including the introduction of its new Mint premium experience, iPad Minis for all inflight crew, Apple Pay capability on board, automatic check-in unlimited online streaming video from Amazon Prime, free Fly-Fi broadband Internet, a new JetBlue for Apple Watch app, and a refreshed cabin with larger television screens with free entertainment and new seats designed to maximize comfort.

"We have never stopped believing that our mission of inspiring humanity sets us apart from every other airline," said Robin Hayes, president and chief executive officer, JetBlue. "Thanks to our 16,500 crewmembers who live and breathe our unique culture every day, the JetBlue customer experience is not easily imitated or duplicated by our competitors. That differentiator has helped us to earn this important recognition for eleven years and counting. We're proud to keep flying the good flight."

The carrier has received this recognition in the "low-cost category" from J.D. Power every year from 2006 to 2015. JetBlue also ranked highest in customer satisfaction among all major U.S. airlines in 2005, when low-cost and traditional network carriers were combined in a single category, making this year's achievement its eleventh consecutive J.D. Power award (a).

The 2015 North America Airline Satisfaction Study measures customer satisfaction among both business and leisure passengers of major North American carriers. The study is based on responses from more than 11,354 passengers who flew on a major North America airline between March 2014 and March 2015. The study was fielded between April 2014 and March 2015. The study measures overall customer satisfaction based on performance in seven measures (in order of importance): cost and fees; in-flight services; boarding/deplaning/baggage; flight crew; aircraft; check-in; and reservation.

This recognition is the latest in a series of acknowledgments of JetBlue's outstanding customer experience, placing the airline not just tops within aviation, but within the ranks of recognized leaders in customer satisfaction across multiple industries. In particular, customers recognized JetBlue's continued enhancements to its onboard product.

A Customer Experience That Delivers on JetBlue's Mission

Since the airline's beginning, it has delivered unmatched value with its core product offerings, which today includes unlimited complimentary inflight snacks and non-alcoholic beverages, live inflight entertainment system with 36 channels of free DIRECTV programming and more than 100 channels of free Sirius XM Satellite Radio at every comfortable seat (b) which offer the most legroom in coach of any U.S. airline (c).

JetBlue continues to innovate inflight entertainment, increasing to 100 channels of free DIRECTV (d) programming on its new Airbus A321 aircraft and outfitting planes with free Fly-Fi broadband. JetBlue also built upon its history of market disruption by introducing its widely acclaimed Mint service, the affordable take on the premium experience that features custom designed fully lie-flat seats, with a variety of premium amenities and partners to create a relaxing and welcoming experience.

JetBlue also excelled in utilizing technology to enhance the customers experience, introducing automatic check-in in for qualified customers and the recent introduction of its JetBlue app for Apple Watch. With the introduction of crewmember iPad Minis, the ability to streamline and personalize a customer's experience has also reached new heights.

The airline relaunched a dedicated microsite at http://www.jetblue.com/jdpower to recognize J.D. Power and customers everywhere for the honor, and reaffirm for customers, their dedication in delivering incredible service from the friendliest crewmembers in the sky while they kick back and enjoy spacious aircraft cabins, which offer the most legroom in coach of any U.S. airline (c).

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 825 daily flights. For more information please visit JetBlue.com.

(a) JetBlue received the highest numerical score among five low cost carriers in the proprietary J.D. Power 2005-2015 North America Airline Satisfaction

Studies (among all carriers in 2005). 2015 study based on responses from 11,354 passengers who flew on a major North American airline between March 2014 and March 2015. Proprietary study results are based on experiences and perceptions of consumers surveyed in April 2014 - March 2015. Your experiences may vary. Visit jdpower.com

(b) Live satellite TV and radio programming is available on JetBlue-operated flights in the contiguous U.S. Where applicable, for flights over 2 hours operating outside of the contiguous U.S., JetBlue may offer complimentary JetBlue Features™ movies.

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

(d) LiveTV 4.0 with 100 channels of DIRECTV, widescreen closed captioning enabled 10" monitor, and 100 channels of live Sirius XM Satellite Radio is available for JetBlue flights onboard their Airbus 321 aircraft in the contiguous U.S. Where applicable, for flights over 2 hours operating outside of the contiguous U.S., JetBlue may offer complimentary JetBlue Features™ movies.

The following files are available for download:

- JetBlue President and CEO Robin Hayes with JetBlue crewmembers at JFK show the airline's 10th J.D. Power award, shortly before receiving its 11th consecutive recognition on Wednesday.

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Source: JetBlue

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