JetBlue Receives CIO 100 Award From CIO Magazine

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Innovative Technology Enhancements, Like Apple Pay in Air and Free Fly-Fi Broadband Internet, Set JetBlue's Customer Experience Apart

NEW YORK, NY -- (Marketwired) -- 06/02/15 -- JetBlue Airways (NASDAQ: JBLU) today announced it has been named a recipient of the 2015 CIO 100 Award from IDG's CIO magazine, which recognizes organizations that have distinguished themselves by creating business value through the effective and innovative use of IT.

"Technology and innovation have always been key to what makes JetBlue different than the typical airline experience," said Eash Sundaram, executive vice president and chief information officer, JetBlue. "From day one, we used technology to stand out with our onboard entertainment system featuring free live television at every seat. Today we continue to use technology to make the customer's experience personal, helpful and simple."

Known for its friendly customer service, the most legroom in coach*, and unlimited name-brand snacks and soft drinks, JetBlue is building on its customer-focused reputation by introducing technological enhancements, including:

- Becoming the first major U.S. carrier to accept Apple Pay™ in the sky, making mobile payments at cruising altitude simple and speedy.
- Deploying iPad® minis to more than 3,500 inflight crewmembers, giving them convenient access to information and tools to provide the best experience possible to customers.
- Plans to bring on-demand entertainment later this year through the airline's Fly-Fi® broadband Internet, the industry's fastest complimentary inflight Internet service.
- Launching the JetBlue for Apple Watch™ app, which uses the latest in technology to make the travel experience more streamlined than ever.
- Rolling out automatic check-in, which removes the need for customers to ever have to check-in for their flights.

"For 28 years now, the CIO 100 awards have honored the innovative use of technology to deliver genuine business value," said Maryfran Johnson, editor in chief of CIO magazine and events. "Our 2015 winners are an outstanding example of the transformative power of IT to drive everything from revenue growth to competitive advantage."

About CIO

CIO is the premier content and community resource for information technology executives and leaders thriving and prospering in this fast-paced era of IT transformation in the enterprise. The award-winning CIO portfolio -- CIO.com, CIO magazine (launched in 1987), CIO executive programs, CIO strategic marketing solutions, CIO Forum on LinkedIn, CIO Executive Council and CIO primary research-provides business technology leaders with analysis and insight on information technology trends and a keen understanding of IT's role in achieving business goals. Additionally, CIO provides opportunities for IT solution providers to reach this executive IT audience. The CIO Executive Council is a professional organization of CIOs created to serve as an unbiased and trusted peer advisory group. CIO is published by IDG Enterprise, a subsidiary of International Data Group (IDG), the world's leading media, events, and research company. Company information is available at www.idgenterprise.com.

About the CIO 100 Awards

Recipients of this year's CIO 100 Award were selected through a three-step process. First, companies filled out an online application form detailing their innovative IT and business initiatives. Next, a team of external judges (many of them former CIOs) reviewed the applications in depth, looking for leading-edge IT practices and measurable results. Finally, CIO editors reviewed the judges' recommendations and selected the final 100.

Coverage of the 2015 CIO 100 Awards will be available online at CIO.com on August 1, 2015 and in the August issue of CIO magazine.

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 89 cities in the U.S., Caribbean, and Latin America with an average of 875 daily flights. For more information please visit JetBlue.com.

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

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