Unlimited Entertainment From Amazon on JetBlue Now Available as Holiday Travel Season Takes Off

Nov 24, 2015

JetBlue and Amazon Bring Free High-Speed Wi-Fi and Instant Access to Thousands of Movies and TV Shows Available on Amazon Video; More Than Just Streaming: Customers Can Shop Millions of Items on Amazon, Including Great Deals on Top Products for the Holiday Season; TrueBlue Loyalty Program Benefits and Airport Experiences Coming Soon

NEW YORK, NY -- (Marketwired) -- 11/24/15 -- JetBlue (NASDAQ: JBLU) and Amazon (NASDAQ: AMZN) today announced that unlimited streaming entertainment on Amazon Video is available beginning this week on over 150 JetBlue aircraft equipped with free Fly-Fi broadband Internet, just in time to entertain travelers during the holiday travel season.

Amazon Prime members can sign-in or sign-up to instantly access tens of thousands of movies and TV episodes, including Amazon Originals such as the critically-acclaimed new series *The Man in the High Castle,* the multi Emmy and Golden Globe-winning series, *Transparent*, and the Emmy award-winning kid's series *Tumble Leaf*, at no additional cost to their membership. In addition, all JetBlue customers can rent or purchase titles in the Amazon Video store, including new release movies and day-after TV programming. (a)

"Offering streaming movies and shows from Amazon Video over free Fly-Fi changes the game in in-flight entertainment, much like our seatback televisions did 15 years ago," said Jamie Perry, vice president of brand and product development, JetBlue. "And we're not stopping at video; our relationship with Amazon offers opportunities to delight our customers in ways that have never been done before."

"We're excited to bring our unlimited on-demand entertainment to JetBlue and offer it over a fast and free internet, just in time for the busiest travel season of the year," said Michael Paull, Vice President of Digital Video at Amazon. "Customers can binge-watch their favorite series on Amazon Video, including the new critically acclaimed Amazon Original The Man in the High Castle, catch-up on the latest movies or stream top rated children's programming, instantly while in the sky."

As part of the multiyear year agreement, Amazon on JetBlue has been integrated into The Hub, JetBlue's entertainment portal that customers access on their personal devices. Amazon on JetBlue offers a high-quality and reliable streaming experience for customers choosing from thousands of titles 35,000 feet in the air.

The collaboration will involve a broad array of benefits for customers, including activities in JetBlue's flagship Terminal 5 at John F. Kennedy International Airport in New York. In 2016, TrueBlue loyalty program members will be able to earn TrueBlue points for their purchases in more than 40 categories on Amazon while inflight or on the ground through other JetBlue marketing channels.

Customers will also be able to watch Amazon Originals such as the just-launched series *The Man in the High Castle* as well as the second season of the Emmy and Golden Globe winning series *Transparent* which airs on December 11, among others, on JetBlue's seatback televisions.

Fast, Free Internet Part of JetBlue Customer Experience

Fly-Fi uses Ka-band satellite technology to offer a broadband Internet experience similar to what customers have at home, including the ability to stream video and use multiple devices at once.

JetBlue is aiming to complete installation of Fly-Fi in 2016, advancing its effort to become the only U.S. carrier to offer free high-speed Wi-Fi Internet on every aircraft. JetBlue currently has Fly-Fi installed on its entire fleet of Airbus A320 and A321 aircraft, and has begun installation on its fleet of Embraer 190s.

With the collaboration with Amazon, JetBlue's differentiated approach of providing high-speed Internet at no additional cost with a variety of entertainment choices and the ability to stream titles from Amazon Video is consistent with the airline's founding mission of bringing humanity back to air travel. When JetBlue launched, it revolutionized inflight entertainment by introducing seatback televisions with free live programming - a popular feature that remains today.

JetBlue has set itself apart with award-winning service and the onboard product. JetBlue flights offer the most legroom in coach (b), unlimited and complimentary name-brand snacks and soft drinks, 36 channels of live DIRECTV® programming at every seat in addition to 100+ channels of SiriusXM Satellite Radio®.

About JetBlue

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 92 cities in the U.S., Caribbean, and Latin America with an average of 900 daily flights. For more

information, please visit JetBlue.com.

About Amazon Video

Amazon Video includes tens of thousands of movies and TV episodes available on Prime Video at no additional charge to Prime members, as well as access to hundreds of thousands of titles to buy or rent. Amazon Video is the only service in the world that brings customers both of these options in one place.

Prime Video, available on Amazon Video, lets Prime members enjoy binge-worthy TV shows including Amazon Original Series airing now such as the multi-Golden Globe-winning and Emmy-winning series *Transparent*, *Red Oaks*,*Hand of God*, *Bosch*, *Catastrophe* and *Mozart in the Jungle* as well as hit series like *Sex and the City*, *Veep*, *Girls*, *The Sopranos*, *Entourage*, *Curb Your Enthusiasm* and *The Wire.* Prime Video also offers members blockbuster movies such as *Transformers: Age of Extinction*, *Teenage Mutant Ninja Turtles*, *Jack Ryan: Shadow Recruit*, *Star Trek Into Darkness* and *The Hunger Games: Catching Fire*, among others. Prime members have access to a collection of kids shows including Amazon Original Series *Annedroids*, *Gortimer Gibbon's Life on Normal Street*, the Annecy, Annie and multi-Emmy Award-winning *Tumble Leaf*, and *Wishenpoof,* as well as popular shows from Nickelodeon and Nick Jr. including *SpongeBob SquarePants*, *Dora the Explorer*, *Team Umizoomi*, and *Blue's Clues*.

Prime members can look forward to new original series premiering this year such as the much anticipated adaptation of Philip K. Dick's *The Man in the High Castle* premiering on November 20. Coming in 2016 will be the second seasons of *Bosch* and romantic comedy *Catastrophe,* along with the debut season of *The New Yorker Presents* and *Mad Dogs.*

Amazon Video can be accessed through the Amazon Video app on TVs, connected devices and mobile devices, or online at Amazon.com/amazonvideo. Prime Video titles can also be downloaded for offline enjoyment-the only subscription streaming service to offer this functionality. Customers who are not already Prime members can sign up for a free trial at Amazon.com/prime.

Amazon Prime is an annual membership program for $99 a year that offers customers unlimited Free Two-Day Shipping on more than 20 million items across all categories, unlimited Free Same-Day Delivery on more than a million items in 16 metro areas, unlimited streaming of tens of thousands of movies and TV episodes, more than one million songs, more than one thousand playlists and hundreds of stations with Prime Music, early access to select Lightning Deals all year long, free secure, unlimited photo storage in Amazon Cloud Drive with Prime Photos and access to more than 800,000 books to borrow with the Kindle Owners' Lending Library. In addition, Prime members in select cities receive one and two hour delivery through Prime Now on tens of thousands of items through a mobile app. Not a member? Start a free trial of Amazon Prime at amazon.com/prime.

(a) Fly-Fi Internet connectivity is currently available only over the contiguous U.S. For flights originating outside of the contiguous U.S., Fly-Fi Internet connectivity will be available once the aircraft returns to the coverage area. This coverage area does not necessarily guarantee service availability.

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


```
JetBlue Corporate CommunicationsTel: +1 718 709 3089corpcomm@jetblue.com
```


Source: JetBlue

Powered by SITECORE