JetBlue Becomes Only Airline With Free, High-Speed Wi-Fi at Every Seat

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Fast and always-free Fly-Fi® keeps customers connected on the ground and in the air, from departure gate to arrival gate

Airline creates an experience like your living room in the sky with free movies, video on demand, Amazon Video streaming, chatting, DIRECTV®, all-you-can-eat snacks, the most legroom in coach (a)

NEW YORK--(BUSINESS WIRE)-- JetBlue (NASDAQ:JBLU), the airline that changed in-flight entertainment forever when it first put live television at every seat, today announced its latest onboard enhancement: always-free and speedy Wi-Fi connectivity on every aircraft from the departure gate to the arrival gate (b).

This Smart News Release features multimedia. View the full release here: http://www.businesswire.com/news/home/20170111005328/en/



JetBlue Becomes Only Airline With Free, High-Speed Wi-Fi at Every Seat (Graphic: Business Wire)

JetBlue's Fly-Fi®, which clocks in at broadband speeds beating sluggish and pricey Wi-Fi offerings onboard other carriers, keeps customers connected with an Internet experience similar to what they have at home, including the ability to stream video and use multiple devices at once. The service enables JetBlue to deliver Amazon Video streaming entertainment to customers onboard to their personal devices, as well as web surfing and chatting on favorite messaging apps.

First introduced in December 2013 on a single aircraft, JetBlue has expanded Fly-Fi, recently completing installation on its entire fleet of 227 Airbus A320s, A321s and Embraer 190s. During this time, Fly-Fi has become one of JetBlue's most popular features, joining other customer-favorites like free DIRECTV® at every seat, all-you-can-eat name-brand snacks, and the most legroom in coach (a).

"It's 2017 and our customers expect to be connected everywhere, whether that be from the comfort of their sofa or 35,000 feet above it." said Jamie Perry, vice president of marketing, JetBlue. "That's why we're so proud that JetBlue is now the only airline to offer free, high-speed Wi-Fi, live TV and movies for all customers on every plane."

Another First: Gate-to-Gate Connectivity

JetBlue continues to set its experience ahead of other airlines by becoming the first in the U.S. to offer gate-to-gate internet connectivity on every aircraft. Gate-to-gate Fly-Fi eliminates the need to wait until reaching cruising altitude to get connected. Instead, customers can email, surf, stream, tweet and shop from the moment they board until they reach the arrival gate.

Endless In-Flight Entertainment on JetBlue

With access to fresh and free content in and out of Fly-Fi coverage areas, JetBlue's entertainment portal "The Hub" offers customers the ability to read, watch, buy and learn while onboard. The newest content partner in The Hub is Vox's premiere technology and culture platform, The Verge, which reaches people curious about the future.

Customers can also use Fly-Fi's high-speed connection for true Internet streaming of Amazon Video on their personal devices or shop on Amazon.com to earn three TrueBlue points for every dollar spent on every purchase. (c)

Fly-Fi builds on JetBlue's existing in-flight offerings offered on seatback televisions and personal devices:

- 36 channels of free DIRECTV on E190 and A320 aircraft and 100-plus channels on A321 aircraft
- 100-plus channels of free SiriusXM fleet-wide
- Free Hollywood blockbusters on seatback televisions
- Newly added audio/visual on-demand (AVOD) on A321 touchscreens at every seat, allowing customers to choose and control playback of nearly 30 curated movie selections including the latest Hollywood blockbusters and JetBlue crewmember picks
- Curated video from Amazon, PureWow, and more on the JetBlue TV channel

Earn TrueBlue Loyalty Points for Shopping on Amazon

Amazon and JetBlue travelers can now earn more from the partnership that already allows customers to stream entertainment in the air. The generous shop-and-earn program for JetBlue's TrueBlue loyalty members offers three TrueBlue points per every eligible dollar spent to those who shop on Amazon.com — in the air or on the ground when using the unique JetBlue link at www.jetblue.com/amazon (c).

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 35 million customers a year to 100 cities in the U.S., Caribbean and Latin America with an average of 925 daily flights. For more information, please visit jetblue.com.

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

(b) Fly-Fi is not available on flights operating outside of the continental U.S. For flights originating outside of the continental U.S., Fly-Fi will be available once the aircraft returns to the coverage area.

(c) In order to earn TrueBlue points for shopping on Amazon, you need to sign into your TrueBlue account and use your unique link. Once signed in, you can earn 3 TrueBlue points for every $1 spent on Amazon on any eligible item. To see list of items excluded from earning points, click here [https://trueblue.jetblue.com/web/trueblue/amazon]. Points will be posted at least 60 days after the item is shipped.

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