JetBlue Unveils a Refreshed JETBLUE.COM

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New Streamlined and Mobile Responsive Site Enables a Smoother and Faster Customer Experience

JetBlue Sets the Stage For Hospitality-Centered Digital Future.

NEW YORK--(BUSINESS WIRE)-- JetBlue (Nasdaq:JBLU) today officially announces the next step in its ongoing digital transformation with the launch of a redesigned jetblue.com. This redesign follows the refresh of JetBlue's award winning mobile app and reaffirms the airline's commitment to the re-envisioning and redesign of its digital channels to improve the customer experience in the air, on the ground, and on its customers' computers or mobile devices.

The new site features a fresh new look, homepage global navigation, and performance that's optimized to the screen size of a user's device (computer, mobile phone or tablet). Behind the scenes, integrated cloud services enable faster and more reliable service, allowing customers to easily discover the full range of benefits available when booking directly through jetblue.com or to quickly manage already booked flights with improved self-service tools. Additional features and functionality will be added through the summer including the ability to purchase tickets easily and securely with Apple Pay, streamlined quick check-in, web chat for customer service, and even more options for TrueBlue members to earn, share and spend TrueBlue points.

"We are thrilled to offer this fresh new site to our customers, curating a simple and personalized travel experience from the moment they start planning their trip until they arrive home," said Maryssa Miller, Director of IT Digital & Customer Products at JetBlue. "While we know customers will see immediate benefits in the new design, we're truly excited by the platform we have established. The future of travel is evolving and we're well positioned to adapt and grow, bringing greater benefits to our customers when they visit jetblue.com."

JetBlue partnered with a digital design agency, Big Spaceship, to create the new look and feel for its digital products. The new design system features a revised color pallet and includes new typography, illustrations, iconography and design patterns. A new navigation interface allows customers to more easily find the information they need and a focus on the booking experience highlights the breadth of travel options available when booking through jetblue.com.

In the summer of 2017, JetBlue launched an intensive three year program to reinvent and redesign the booking experience and digitally deliver peace of mind during day of travel by providing the right information when customers need it most. Earlier this year, the first of these initiatives, its updated mobile app, won the Webby People's Voice Award in Mobile Sites & Apps: Best User Experience. Customers are also able to utilize more self-service options via mobile services like the ability to retrieve boarding passes, change or cancel flights, add ancillaries, upgrade seats, update traveler information and email an itinerary. For traveling customers, these digital enhancements will also be seen in the airport experience with improved information displays and will empower and inform crewmembers as they deliver the JetBlue experience.

A dedicated cross-functional team is working on the longer term vision of the digital transformation out of the airline's innovation center/studio at New Lab, a hub for entrepreneurs defining the future of technology and human experience, located in a former shipbuilding facility in the Brooklyn Navy Yard. In this collaborative space, JetBlue will design and develop boundary pushing technologies to help take the airline to the next level in travel and hospitality.

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 40 million customers a year to 102 cities in the U.S., Caribbean, and Latin America with an average of 1,000 daily flights. For more information please visit www.jetblue.com.

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