Introducing Paisly by JetBlue, a New Travel Website That Takes All the Work Out of Booking a Trip

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-- Paisly's Smart Technology Suggests and Helps Book Hotels, Car Rentals and More, Backed by JetBlue's Award-Winning Customer Service --

-- JetBlue Continues to Extend Its Beloved Brand Across the Travel Journey to Benefit Customers and Deliver Efficient JetBlue Growth --

NEW YORK--(BUSINESS WIRE)-- JetBlue (NASDAQ: JBLU) today announced the launch of Paisly by JetBlue, a new travel website that helps customers, who have purchased a JetBlue flight, finish booking the rest of their trip. Paisly's smart technology takes the work off customers, by using flight information to make individually tailored suggestions for travel components such as hotel stays and car rentals. The Paisly dashboard makes it simple to book travel and reference an itinerary in just a few clicks, and every purchase is backed by the airline's award-winning service with assistance from people happy to help whenever needed.

To start, Paisly will suggest hotels, car rentals, and theme park offers. JetBlue plans to add additional hotels, vacation rentals, activities, retail products, and more in the months ahead as the airline selects high-quality partners that align with Paisly's mission.

"Travelers want peace of mind that their travel provider will take care of them, and that's why Paisly is 100% backed by JetBlue and a team of real people ready to help whenever needed," said Andres Barry, president, JetBlue Travel Products. "Our hand-picked partners think about customer service just like we do, and are working with us to make planning a trip much simpler."

The new travel website's name was inspired by the differences among paisley patterns, symbolizing how Paisly's travel suggestions are unique to each customer and their needs. Unlike the sea of sameness across other travel sites, Paisly presents each customer with a tailored experience that delivers several benefits:

- **Individually Tailored Suggestions:** Paisly makes recommendations based on each customer's JetBlue flight reservation and destination. Unlike other travel sites, Paisly is smart enough to figure out what the customer might want based on their flight details so there's no need to sort through pages and pages of options.
- **Unified Dashboard:** Paisly provides customers with a single view of their confirmed travel and suggestions for easy access on JetBlue's custom-built dashboard. Bookings are made directly with JetBlue and the partner, avoiding cumbersome white label and third-party sites.
- **Ease of Booking:** Since JetBlue already has information like travel dates, arrival/departure times, and other booking details, there's no need to keep re-entering travel information as you search for and confirm travel. Most bookings can be made in just one or a few clicks.
- **Award-Winning Customer Service:** Paisly has real people happy to help whenever a customer needs it. Customers have access to a dedicated customer support line where Paisly agents have the ability to directly manage a customer's itinerary and connect with business partners on their behalf before, during and after their travels.
- **Trusted Recommendations:** Customers can book knowing that each partner was thoughtfully selected for Paisly. JetBlue will be launching with some established relationships, including Avis Budget Group Car Rentals, Walt Disney World® Resort, and Universal Orlando Resort; as well as nationally recognized hotels, which ensure breadth of coverage.
- **More TrueBlue Points:** Paisly customers earn one point per eligible dollar on hotels and attractions. For car rentals, TrueBlue members earn 100 points per day and 200 points per day for Mosaics, the airline's most loyal customers. Mosaic members can expect additional perks and exclusive offers in the future.

"JetBlue continues to extend our trusted brand in innovative ways across travel, which benefits customers and helps us grow efficiently," Barry said. "We're just getting started with Paisly, but we see great potential for a very different kind of travel website that's centered on the needs of individual customers and offers truly great customer service."

Paisly is designed for customers who have already booked their JetBlue flight, and complements JetBlue Vacations, which offers exclusive deals on bundled offerings. JetBlue Vacations benefits include best price guarantee, personalized service from local insiders at major Caribbean destinations, and payment flexibility with MarcusPay®.

JetBlue customers can visit paisly.com to view their dashboard and review Paisly's travel suggestions. Suggestions will also be sent to JetBlue customers via email after booking their flight. Paisly technology directly selects which options are relevant and no customer information is shared with partners unless a booking or purchase is made.

About JetBlue Travel Products

JetBlue Travel Products (JBTP), a wholly owned subsidiary of JetBlue Airways Corporation, consists of the JetBlue Vacations brand and other non-air travel products including travel insurance, car rentals and more. Headquartered in Fort Lauderdale, Florida, and led by a separate and distinct leadership team,

JBTP is laying the foundation for the next level of growth by building on the JetBlue brand and expanding services throughout the travel industry. For more information, visit paisly.com or jetbluevacations.com.

About JetBlue Airways

JetBlue is New York's Hometown Airline®, and a leading carrier in Boston, Fort Lauderdale-Hollywood, Los Angeles, Orlando, and San Juan. JetBlue carries customers across the U.S., Caribbean, and Latin America. For more information, visit jetblue.com.

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