

'Blue Sky' Reaches New Altitude: JetBlue and United Begin Offering Sales Across Both Airlines

Starting this week, customers can book Blue Sky itineraries with cash or points and miles directly through JetBlue or United—unlocking broader access and a more seamless booking experience across both airlines.

NEW YORK & CHICAGO (February 10, 2026) – JetBlue (Nasdaq: JBLU) and United Airlines (Nasdaq: UAL) today announced the roll out of the next major customer benefit from their Blue Sky collaboration: beginning this week, travelers can start to purchase eligible itineraries operated by either airline directly on JetBlue.com, United.com and each airline's mobile app.

For the first time, customers will be able to book flights on either airline using cash, points, or miles, giving travelers more freedom to shop and pay the way they prefer while accessing the strengths of either network. When searching for flights on either airline's website or mobile app, customers will start to see more options from both carriers, making it easier to plan and book travel using the booking method of their choice. The airlines expect to later add the ability to book a single itinerary that includes flights operated by both JetBlue and United in the future.

This offering follows the successful introduction of reciprocal loyalty earning and redemption in 2025, which enabled TrueBlue® and MileagePlus® members to earn and redeem rewards across both carriers. With revenue booking going live, JetBlue and United are delivering on their commitment to create a more connected, flexible, and seamless travel experience.

More Ways to Book, More Places to Go

With Blue Sky, customers can:

- Purchase flights or redeem loyalty currency — TrueBlue points on JetBlue channels or MileagePlus miles on United channels — for eligible itineraries.
- Easily book more flights in one place, taking advantage of JetBlue's leading leisure markets and United's extensive domestic and global footprint, including United Express®.
- Plan travel more easily, with integrated shopping, clearer options, and more transparency around loyalty value.
- Access more destinations through JetBlue Vacations, with United flights now available as part of Flight + Hotel packages (with cruise packages coming soon), unlocking bucket-list travel including Japan, Brazil, Italy, Greece and more for JetBlue Vacations customers.

"With cash bookings now available, Blue Sky is making it even easier for customers to plan and purchase travel across two leading networks," Andrew Nocella, EVP and Chief Commercial Officer at United. "This milestone is another proof point of the value Blue Sky is bringing customers – in giving them the ability to book with cash, miles or points on either network, customers now have more choice, flexibility and a better overall booking experience when traveling to their favorite destinations."

"This is an important step forward in our Blue Sky collaboration, expanding the choice and flexibility we offer customers when they travel," said Marty St. George, president of JetBlue. "This move gives our members even more ability to earn and redeem points to exciting destinations around the world, while United customers gain access to JetBlue's network across the Americas and Europe. Throughout the year, we will enhance the Blue Sky collaboration by introducing reciprocal loyalty perks on flights and expanding Paisly-powered vacation offerings, including United-supported products such as hotels, cruises, rental cars and travel insurance."

More Enhancements on the Horizon

The airlines emphasized that revenue bookings mark another important milestone—but more customer benefits remain on the horizon as the collaboration continues rolling out in phases:

- **Reciprocal perks and benefits** – expected to arrive later this spring – including priority boarding, preferred and extra legroom seating, and same-day changes and standby.
- **United's MileagePlus Travel transitioning to Paisly, LLC** – expected to arrive later in 2026 – expanding booking capabilities for MileagePlus members to add hotels, vacation packages, rental cars, cruises and travel insurance through Paisly's travel services platform.
- **United's planned growth for JFK** – with JetBlue providing United access to slots for up to seven daily roundtrips at JFK's new Terminal 6, expected as early as 2027.

Terms, conditions, and exclusions apply; taxes and fees may apply to award travel. More information for JetBlue customers is available at jetblue.com/jetblue-united, and for United MileagePlus members at united.com/bluesky.

JetBlue's Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, as amended. All statements other than statements of historical facts are forward-looking statements. Forward-looking statements involve risks, uncertainties and assumptions, and are based on information currently available to us. These include, without limitation, risks associated with the implementation of the Blue Sky collaboration and our plans for future operations. Given the risks and uncertainties surrounding forward-looking statements, you should not place undue reliance on these statements. You should understand that many important factors, in addition to those discussed or incorporated by reference in this press release, could cause our results to differ materially from those expressed in the forward-looking statements. Further information concerning these and other factors is contained in JetBlue's filings with the U.S. Securities and Exchange Commission (the "SEC"), including but not limited to in our Annual Report on Form 10-K for the year ended December 31, 2024, as may be updated by our other SEC filings. In light of these risks and uncertainties, the forward-looking events discussed in this press release might not occur. Our forward-looking statements speak only as of the date of this press release. Other than as required by law, we undertake no obligation to update or revise forward-looking statements, whether as a result of new information, future events, or otherwise.

United's Forward-Looking Statements and Other Important Information

This press release contains certain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. All statements that are not statements of historical facts are, or may be deemed to be, forward-looking statements. Such forward-looking statements are based on historical performance and current expectations, estimates, forecasts and projections about our future financial results, goals, plans, commitments, strategies and objectives and involve inherent risks, assumptions and uncertainties, known or unknown, including internal or external factors that could delay, divert or change any of them, that are difficult to predict, may be beyond our control and could cause our future financial results, goals, plans and objectives to differ materially from those expressed in, or implied by, the statements. No forward-looking statement can be guaranteed. Forward-looking statements in this press release should be evaluated together with the many risks and uncertainties that affect United's business and market, particularly those identified in the "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors" sections in United's Annual Report on Form 10-K for the year ended December 31, 2024, as updated by our subsequent Quarterly Reports on Form 10-Q, Current Reports on Form 8-K and other filings with the SEC. The forward-looking statements included in this document are made only as of the date of this document and except as otherwise required by applicable law or regulation, United undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events, changed circumstances or otherwise.

About JetBlue

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 to more than 100 cities throughout the United States, Latin America, the Caribbean, Canada and Europe. For more information and the best fares, visit jetblue.com.

About United

At United, Good Leads The Way. With U.S. hubs in Chicago, Denver, Houston, Los Angeles, New York/Newark, San Francisco and Washington, D.C., United operates the most comprehensive global route network among North American carriers and is now the largest airline in the world as measured by available seat miles. For more about how to join the United team, please visit www.united.com/careers and more information about the company is at www.united.com. United Airlines Holdings, Inc., the parent company of United Airlines, Inc., is traded on the Nasdaq under the symbol "UAL".

1. Some select JetBlue routes are not eligible for booking through United.com or MileagePlus accrual and redemption. Available redemption flights will appear on each airline's booking channels. Redemption seats are capacity-controlled, with limited availability on high demand flights.

<https://united.mediaroom.com/Blue-Sky-Reaches-New-Altitude-JetBlue-and-United-Begin-Offering-Sales-Across-Both-Airlines>