



## Datalex selected as Ecommerce Partner for JetBlue Airways

**Dublin, Ireland – 29 January, 2014** – Datalex plc (ISE: DLE) announces today that its Travel Distribution Platform (“TDP”) has been selected by JetBlue Airways (NASDAQ: JBLU) as the airline’s new retail ecommerce platform.

Based in New York, JetBlue carries in excess of 30 million customers each year to 82 cities in the United States, Caribbean and Latin America with an average of 800 daily flights, and is recognised for delivering a high standard of customer service.

**Aidan Brogan**, Chief Executive Officer, Datalex said:

*“We are excited to announce such a significant partnership with JetBlue, which is further recognition of Datalex as the industry leader in airline retail solutions.*”

**Eash Sundaram**, JetBlue Executive Vice President & Chief Information Officer said:

*“This strategic agreement with Datalex will further strengthen our ecommerce capabilities with a state-of-the-art merchandising platform and expanded self-service capabilities. These systems are expected to roll out in the second half of 2014 and will significantly improve the customer travel experience and also drive revenue opportunities.”*

### About Datalex

Voted the ‘World’s Leading Travel Merchandising Solution Provider’ at the 2013 World Travel Awards, Datalex is a leading provider of ecommerce and retail software solutions to the travel industry. Its customers use Datalex TDP to maximise value from their complete retail brand experience. Datalex is technology partner to some of the world’s largest and most profitable travel retailers. Its customers include Delta Air Lines, Frontier Airlines, WestJet, Air China, Virgin Atlantic, Virgin Australia, HP Enterprise Services, SITA, Aer Lingus and JetBlue.

Founded in 1985, the company is headquartered in Dublin, Ireland, and maintains offices across Europe and the USA. Datalex is a publicly listed company and trades on the Irish Stock Exchange (ISE:DLE).

### About JetBlue Airways

JetBlue is a leading carrier in New York, Boston, Fort Lauderdale/Hollywood, Los Angeles (Long Beach), Orlando and San Juan. JetBlue carries 30 million customers a year to 82 cities in the U.S., Caribbean and Latin America with an average of 800 daily flights. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required. Upcoming destinations include Detroit, Mich.; and Savannah, Ga.; as well as Port of Spain, Trinidad and Tobago, subject to receipt of government operating authority. For more information please visit JetBlue.com.

*This press release contains certain forward-looking statements. Actual results may differ materially from those projected or implied in such forward-looking statements. Such forward-looking information involves risks and uncertainties that could significantly affect expected results.*

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